merican Perfumer

PERFUMER PUBLISHING COMPANY

and Essential Dil Review

14 GLIFF ST., NEW YORK

FEB. 1922

VOL. XVI NO. 12





(SEE PAGE 9)

(STOPPER FACTORY) NEW YORK

THE LORSCHEIDER-SCHANG CO., INC.

FINE PAPER BOXES AND CASES

ROCHESTER, N. Y.

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Aromatic Isolates
Synthetics and Aromatic Chemicals
for Perfumery

"Our Quality is Always Higher Than Our Price"

UNGERER & CO.

NEW YORK

American Perfumer

and Essential Dil Review

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

TWO DOLLARS A YEAR.
TWENTY-FIVE CENTS A COPY

NEW YORK, FEBRUARY, 1922

Vol. XVI, No. 12

THE AMERICAN PERFUMER

and ESSENTIAL OIL REVIEW

Published Monthly

PERFUMER PUBLISHING COMPANY

14 Cliff Street

LOUIS SPENCER LEVY, President and Treasurer 14 Cliff St.

TERMS OF SUBSCRIPTION

The United States and Possessions - - - - Canada, Cuba and Mexico - - - - - - Foreign, (Countries in the Postal Union) - - -

TELEPHONE NUMBER: BEEKMAN 0791

CONTRIBUTING EDITORS

DR. CLEMENS KLEBER, Clifton, N. J. Raw Materials.

PROF. CURT P. WIMMER, Columbia University, N. Y. Tollet Preparations.

DR. EDGAR G. THOMSSEN, Hoboken, N. J.

DR. R. O. BROOKS, New York. Flavoring Extracts. RICHARD B. FRANKEN, New York University.

HOWARD S. NEIMAN, New York.
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WILL HARDING HURRY CONGRESS?

There is a very well defined sentiment in this country that much of the blame for the slow revival in business is due to the protracted procrastination of Congress in settling the Tariff, Tax and Bonus questions. It is not a matter of individual politics with the business world. The great majority are patriotic. but they want to know what the Government is going to expect them to pay. The National Association of Manufacturers has just held a great meeting in Washington to demand early action on vital matters af-fecting business conditions that have dragged now for nearly a year. They declare that Congress is delaying the revival of normalcy in a most amazing

The business world will owe a debt of gratitude and the public will benefit if President Harding will contrive to put the screws on Congress and get results. It may be said truthfully that Business does not care so much now how the axe is going to strike. but it wants to know its fate in the legislation pending for 20 months, so that it can start in and strive for a new era of prosperity.

DRIVE FOR AMERICAN-MADE PERFUMERY

The nation-wide publicity campaign inaugurated by the Manufacturing Perfumers' Association to establish a preference for American-made toilet articles should have the most thoughtful consideration and the most earnest and enthusiastic support of every manufacturing perfumer.

In the hands of capable men, similar co-operative advertising campaigns have done much to solve perplexing sales problems for associations of fruit growers, florists and others. From the skilfully planned and sustained campaign of the Society of Electrical. Development to teach people to know and to prefer the electrical way of doing things in the home, to the modest campaign of the Association of Beekeepers to restore honey to its former place on the breakfast table, excellent results, measurable in dollars and cents have invariably followed such efforts. As the same methods are being used in this campaign for our industry, it is reasonable to expect similar results.

A word of caution might not be amiss. It is a mistake to expect too much from this campaign and it would be a mistake to make the direct results of this campaign the sole criterion for any further work of the same sort that may be contemplated by the association. The campaign is limited in time from February 15 to about April 15; and

that is hardly long enough to accomplish the gigantic task for which it was started. Again, it has been computed by an old and an experienced advertising expert that foreign houses spent for advertising perfumery in the United States last year no lsss than \$500,000; and if anything, more was spent. This is said to be greater by 40 per cent than the total amount of money spent for advertising Americanmade perfumes by American manufacturers. The figures at best are estimates; but taking them at their face value it would seem that the foreign perfumer has been making almost twice as great an effort to win the favor of American women for his perfumes than has his American competitor. It would obviously be a mistake to expect to nullify this sustained, cumulative force in one short campaign no matter how earnestly or how ably managed. Human nature is not changed over night. Women who have been the targets for foreign perfumery advertisingand in general it has been advertising of a high order-for years, cannot be taught in one short campaign to forego preferences that have been built up and drilled into them until they are almost second nature.

It is to be hoped that the results of the present campaign will be sufficient to justify the association in undertaking a more comprehensive trade building publicity campaign in the coming years.

POLICIES OF THE N. Y. ALLIED INDUSTRIES

Members of the industries affected have been somewhat puzzled by the following suggestion for discussion in the call for the February 16 meeting and dinner of the New York Perfumery, Soap and Allied Industries:

"Shall the activities of this association be confined to questions affecting only the perfume and allied trades of New York City and State, or shall they embrace a larger scope and consider national problems?"

As will be seen by the report on another page, the question received little attention, except that there seemed to be an underlying sentiment of rivalry to the Manufacturing Perfumers' Association, together with a spirit of subdued criticism of the association which for twenty-seven years has fought the battles of the industries in Congress and other realms, with a general measure of success.

One speaker breathed a hint of hostility in referring to the fact that the M. P. A. meets only once a year, forgetting that its officers and committees and many helpful members have been on the job daily for weeks at a time, in season and out of season, to advance the interests of the trade.

If the New York Allies will take model from the Chicago Perfumery, Soap and Extract Association they can work out great benefits to the trade and in connection with and in harmony with the M. P. A. they can do important service to all of the allies.

The New York Allies' meetings should afford a valuable forum for discussing trade and collateral matters connected with the industries, just as is done by the Chicago association. The dinners can be made to promote the gettogether spirit and in many ways improve business and friendly relations. But on national matters New York, like Chicago, always should rally to the support of the M. P. A.

We are wholly in accord with the "Made in America" program; for just as strongly as we favor American perfumes and toilet preparations, we support and urge the use of American bottles, boxes, labels, cans, raw materials,

OUTLOOK IS GOOD, SAYS HOOVER

Fundamental business conditions show continued improvement and "a spirit of optimism prevails in practically every industry that augurs well for the future," Secretary of Commerce Hoover announced in discussing the trade outlook of the country. According to a survey of conditions by the Government just completed business and industrial activity on the whole showed further declines in both December and January.

It was the conclusion and belief of officials as a result of the national survey of business conditions, Secretary Hoover declared, that trade channels are confident that "as soon as the period of inventory and tax adjustments has passed there will be renewed activity. This was already evident toward the end of January,"

etc. Where there is insufficient tariff protection for any of these supplies the law should be revised in order that there may be no "dumping" in this market of goods offered at prices far below American living costs.

In every case that a similar American product may be obtained, of reasonable quality and price, it will be given preference by the buyer. We have nothing to fear from Europe, if we are given reasonable protection against depreciated exchange and lower living standards; but we must also bear in mind that Europe owes us a vast sum which cannot be liquidated except with raw materials or manufactured goods, so the wall cannot be built too high.

FINDS TRADE STILL IMPROVING

The Federal Reserve Board's Bulletin for February, reviewing last month, says: "Production and trade show no striking departures from the conditions prevailing at the time of the last report. At this season there usually occurs a period of slackening in various lines of manufacture and this has been true during the past month. Such recession as there has been does not, however, go beyond the proportions to be expected at this time of the year. In a number of lines productive activity has been unusually well sustained. The already pronounced tendency toward stabilization of prices has continued."

NO MENACE IN GERMAN GOODS?

The Department of Commerce by its figures for last year's trade rather lulls any fear lest the country soon encounter a flood of cheap German goods. During the calendar year 1921 American exports to Germany totaled \$372,325,332, as against imports from Germany of only \$80,279,943. We sold to Germany nearly five times what we purchased from her, says the Sun. This country is amply capable of meeting the threat. Whatever advantages the Teuton manufacturers may have in the matter of cheap production, they face discouragingly heavy taxation in their own country as well as tariff walls about ours.

INDEX FOR THE PERFUMER, VOLUME XVI

The Index of Volume XVI, which ends with this issue, and usually is printed in The American Perfumer and Essential Oil Review in the March issue will be distributed separately to those of our readers who will send in their requests for the same while copies are still available.

In

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NEW CENSUS TO COVER SYNTHETICS, FINE AROMATIC CHEMICALS, DYES, ETC.

We are glad to learn that as a result of the representations of the Synthetic Organic Chemical Manufacturers' Association of the United States, of which Dr. C. H. Herty is president, the Tariff Commission has decided to extend the annual census of the chemical industry to cover synthetic, medicinal and fine aromatic chemicals, as well as dye and coal tar products. Questionnaires have been sent to all manufacturers in the line, and it is hoped that the replies will be ready for collation in time to include them in the 1922 census. Should this not be possible, a supplementary report covering only the medicinal and fine aromatic chemicals will be issued.

In connection with this subject the Association has appointed a committee of seven manufacturers and six college professors and men of similar standing, to define and describe the word "synthetic" as applied to organic chemical products. The importance of this is apparent, and especially so when it is remembered that an interpretation must be made every day by customs officials when applying the terms of the emergency tariff, and other tariff measures.

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The members of this committee are as follows: H. T. Clarke, Chairman, Eastman Kodak Co., Rochester, N. Y.; Dr. Max Mueller, Rhodia Chemical Co., New York; S. Isermann, Chemical Co. of America, New York; M. Szamatolski, Standard Chemical Co., Bayonne, N. J.; E. J. Von Salis, Bayer Co., New York; Dr. George F. Richmond, Antoine Chiris Co., New York; Dr. Roger Adams, University of Illinois, Urbana, Ill.; Dr. Julius Stieglitz, University of Chicago, Chicago, Ill.; Dr. M. T. Bogert, Columbia University, New York; Dr. T. B. Johnson, Yale University, New Haven. Conn.; Dr. A. M. Patterson, formerly editor of Chemical Abstracts; and C. J. West, New York, National Research Council, Washington.

BULGARIAN ROSE REPORTS DISPUTED

Recently many newspapers throughout the United States have printed practically identical reports, dated at Philippopolis, Bulgaria, except that they do agree on the date of sending, of which the following is the first paragraph:

Bulgaria's famous Valley of Roses, which produces 90 per cent of the world's supply of the fragrant otto, faces extinction. More than half the bushes in the entire area at the foot of the Balkan mountains covering thousands of acres, are affected with a disease resembling phylloxera."

A report somewhat similar to this was printed in a London drug journal some time ago and later was denied. At that time it was said some sporadic cases had occurred, but the industry was in a healthy condition and outside of the ravages of war was bound to recuperate. In that report mention also was made of the fact that some rose growers were turning to tobacco. So the alleged despatch looks very much like a case of sensational exaggeration of the contents of an almost empty container.

According to cable advices Bulgaria's famous Valley of the Roses is not in danger of extinction and is recovering in the naturally slow process of nature from war neglect. In our issue of April, 1921, Mr. Theodore K. Shipkoff contributed an article giving up-to-date facts on the Bulgarian rose industry, in which it was pointed out that during the war period the acreage had dropped practically from 30,000

OUR ADVERTISERS

A. H. WIRZ, INC.

Collapsible Tubes, Sprinkler Tops, White Metal Specialties CHESTER, PA.

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 14 Cliff street, New York City.

Gentlemen: We have advertised continuously in your publication for a good many years for our product, Collapsible Tubes and Sprinkler Tops.

This advertising has not only brought us more inquiries than all of our other advertisements combined, and also, we have received a very large per cent of orders from this source.

We would also state that all of your service, in connection with our advertising, was entirely satisfactory.

Wishing you continued success of your valuable paper, we are.

Very truly yours,

A. H. WIRZ, INC.

to 14,000 acres approximately and that it would take time to restore the damage, especially as during the reign of famine prices for more quickly grown commodities, the planting of new rose gardens would go on slowly.

GERMAN COMMERCE TREATY DEFERRED

The New York Merchants' Association recently wrote to the State Department and to the Secretary of Commerce expressing its willingness to co-operate in the negotiation of a new commercial treaty with Germany. The importance of this treaty was dwelt upon in the letter. Secretary Herbert Hoover of the Department of Commerce has replied that the negotiation of such a treaty has been deferred for the present in view of the existing agreement between the United States and Germany. Secretary Hoover's letter says:

"It was originally planned that such a treaty should be negotiated, but it has just recently been decided that the matter be held up for the time being. This is due to the fact, that in our treaty with Germany we especially reserved the rights and prerogatives conferred upon the Allied and Associated Powers by the treaty of Versailles, and after mature consideration it was believed that the clauses in this treaty would protect the interests of American business without entering into a special commercial treaty. "Perhaps there are cases of hardship on American

"Perhaps there are cases of hardship on American business caused by this procedure, and in that case I would very much appreciate your letting me have any information on the subject. Your suggestions as to procedure when special commercial treaties are negotiated are very valuable, and I shall not overlook them when the matter comes up."

M. P. A. CONVENTION DATE FIXED

The annual meeting of the Manufacturing Perfumers' Association is to be held at the Hotel Biltmore, New York City, April 25, 26 and 27. The full program for the meeting will be issued in the near future by A. Herman Wirz, Chairman of the Convention Committee.

TIDE HAS TURNED, SAYS HARDING

President Harding has just issued a most optimistic and encouraging statement regarding the business situation. He declares that the United States has passed "low tide" in financial affairs and is now striding on the upturn, in making an analysis of the consolidated statement of the national banks showing their condition at the start of 1922. Commenting on the returns, which reflected an increase of \$406,000,000 in national bank resources during the last four months of 1921, the President made the comment that the gains were amazing, adding that it showed the most satisfactory turn in the financial affairs of the country since the end of 1919. That President Harding should go into this phase of the Nation's affairs at this time will have a most encouraging effect upon trade, in all probability, for such an announcement from the White House is not only most unusual, but would not be made in any circumstances unless based upon incontrovertable evidence.

There is one fundamental law of success in business that often is forgotten: The man who goes after business gets it; the man who does not go after it does not get it. There you are! Work, and the world works with you; be idle and you are idle alone.

A COMMUNICATION ON THE TARIFF

We have been favored with the following communication from F. H. Ungerer, of Ungerer & Co., New York, who has given intelligent study to every phase of the tariff question affecting the perfumery industry. He is the writer of views on a similar subject quoted by us last month.

Editor American Perfumer & Essential Oil Review:

There is much discussion as to what Congress, the Federal Reserve Bank and other Government agencies should do to promote the revival of business but in all this we seem to have temporarily lost sight of the influence which the pending tariff bill has in retarding trade movement. It is not so much the nature of the proposed bill as the fact that it has now been pending during nearly a year, thus creating a long period of uncertainty during which no business affected directly by the tariff, and few are not, has been able to make future commitments with any degree of safety.

The natural result has been that matters have been allowed to drift. This is well exemplified in the perfume and related industries where the perfumer has remained uncertain as to the adequacy of the protection which is to be accorded him. Not only this, but the long delay has made him skeptical as to the prospect for immediate relief. Accordingly, he is in no position to judge his future prospects with any confidence and is not inclined to make any arrangements for supplies beyond his immediate requirements. This in turn reflects on the bottle makers, the package and can manufacturers, the essential oil houses and on all industries which are directly or indirectly interested in supplying the perfumers.

The removal of this uncertainty will do more than anything else to help the revival of business and enable it to proceed on a normal basis. This is a point of view which the perfume and allied industries should co-operate in pressing upon the attention of Congress. The delay is becoming unreasonable and we are entitled to relief, not at some indefinite future time, but now!

Immediate action is of more imperative importance than the exact nature of the action. Business can accommodate itself to any reasonable tariff and we have no reason to fear that the tariff adopted will be unfair to American business but we cannot accommodate ourselves to any such interim of tariff uncertainty as we are now passing through.

What the exact provisions of the new tariff will be we do not at this time know but there are only two main requirements which must be met in order to satisfy the per-

REAL EVIDENCE, NOT OPTIMISM

Manifestations throughout the country indicate decided changes for the better in the employment situation by early Spring, says the monthly report of the United States Employment Service, made public Feb. 6.

"While the unemployment situation during January had its discouraging features," says the report, "indications from every section are based on real evidence of prosperity and not mere optimism."

fume industry. First, duties must be so fixed on raw materials and finished products that the perfumer will not be compelled to pay a higher price for his supplies without being granted a compensating protection on his own products. Second, the administrative provisions must not be of such a nature as to unduly add to the normal uncertainties of import trade. The perfumer is dependent to a large extent on foreign sources of supplies and any provisions such as an unwise system of valuation, or one involving frequently fluctuating duty rates, will have its effect in disturbing material markets and adding to the financial burdens of the perfumer.

If a tariff which meets these two requirements is adopted and adopted immediately we may look for an improvement of business in all lines connected with the perfume industry.

Yours very truly, FREDK. H. UNGERER,

New York, Feb. 17, 1922.

FOR TRUTH IN ADVERTISING

A meeting was held in St. Louis the week of Washington's Birthday to show America what wonderful strides have been made in the movement to make all advertising have the public's confidence. It was attended by the managers of the Better Business Bureaus, now operating in thirty-seven of the larger cities. Ever since the organization of the Vigilance Committee of the Associated Advertising Clubs of the World, the Truth-in-Advertising movement has spread with marvelous rapidity.

Besides Richard H. Lee, the Vigilance Committee chairman, the principal officers of the National Better Business Commission are William P. Green and H. J. Kenner, of New York; Edward L. Greene, of Cleveland, and George S. Langland, of Minneapolis.

TIPPING OFT BECOMES BRIBERY.

There is a distinction between the tip and the bribe, and many a hard-working and useful member of society would be underpaid, as our customs operate, if it were not for the practice of tipping, but nevertheless the boundary between tipping and bribing is uncertain.

Observations in foreign countries suggest that where tipping is firmly established and widespread so also is petty corruption among officials and public servants. Eventually it is impossible to distinguish between the expected tip, the customary bribe, and open stealing.—New York Globe.

One of Our New Year's Greetings

(George Lueders, President of George Lueders & Co., 427 Washington Street, New York)

We wish you a continuation of the success you have achieved with your paper. We have no doubt you will even surpass the present weight and size of your magazine.

The text pages of The American Perfumer and Essential Oil Review do not contain all of the news. You must read the advertising pages also to get the full benefit

TO DEVELOP PREFERENCE FOR AMERICAN MADE PERFUMES

Manufacturing Perfumers' Association Launches Publicity Campaign to Induce Purchases of Perfumes and Toilet
Articles on Basis of Quality Rather Than Label—Campaign Is Centered on Easter Season.

With the rousing slogan "One for all and all for one," the first, concerted nation-wide publicity campaign undertaken by the Manufacturing Perfumers' Association of the United States to check the menace of the increasing vogue of foreign made perfumes and toilet articles and to establish a preference for American made products was launched a few weeks ago when a definite, carefully considered plan presented by the Executive Committee of the association was formally approved.

The fundamental purpose of the plan is to demonstrate, at a nominal cost, the power of a publicity movement backed by the entire industry to produce results. It was felt that an intensive campaign for the Easter season, from February 15 to April 15, would serve the objects sought.

On account of the necessity for accomplishing important

"American in Loveliness"



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Insignia to be Used in All Advertising

results in a very brief space of time, immediate action and whole-hearted support of the plan by all manufacturers is urged. Everything possible has been done by the Publicity Committee of the association to simplify the drive so that it will move smoothly and effectively. Thus, the entire plan has been reduced to the distribution of publicity matter already prepared and printed by the association or to the use of the insignia and suggested fillers in magazine or newspaper advertising or both. All of the details of the drive—even to the preparation of form letters for salesmen and dealers—have been pre-arranged so that the campaign may be fitted into present advertising campaigns with little trouble and at a minimum expense.

FEATURES OF THE PLAN SUMMARIZED

The plan contemplates the use of the following forms of advertising appeal:

THE INSIGNIA. The official insignia of the drive is a pen and ink drawing of a beautiful woman carrying perfumes and toilet articles in her arms with the legend: "American in Loveliness" above the drawing and "At Easter time, American made toilet articles—the gift of gifts" below it. The insignia is furnished either in stereotypes for eight cents each or in mats for five cents each in two sizes, 2 x 3 and 136 x 136 inches all ready for use. The association urges that all possible publicity be given to the insignia, which conveys the basic idea, by using it wherever possible in all forms of advertising. It is also suggested that adver-

tisers adapt the theme of the drive: "American in Loveliness" in original ways.

2 STICKERS FOR MEMBERS. Stickers 1¼ x 2¾ inches with the insignia and with the message "At Easter time sell more American-made toilet articles—the gift of gifts," printed on gummed paper are offered for 55 cents per 1,000. These are to be used on all correspondence with the trade: on letters, on envelopes, on statements, on packages, on salesmen's cards and in every other way that will bring the idea conveyed in the message to the attention of dealers.

3 STICKERS FOR USE BY DEALERS. To reach the great public in a direct way, stickers 1½ x 1¾ inches, on gummed paper carrying the insignia and the message "At Easter time give American made toilet articles—the gift of gifts" are offered to manufacturers for 55 cents per 1,000. They are to be supplied to dealers without cost for use on letters to customers and in divers other ways.

DEALERS ADVERTISING COPY. It is suggested that the insignia stereotypes or mats be furnished to dealers for use in their local newspaper or other advertising. Used in this way the dealer will be linked up with the national drive. The prices for these stereotypes and mats are eight and five cents respectively. Catch phrases to be used in the dealers' local advertising as fillers, on boxes and in fancy borders or incorporated into the main text are also provided. Among them are the following: "American Made Perfumery and Toilet Articles are Made by American Men to match American beauty;" "American Made Perfumery is the Gift of Gifts;" "American Made Toilet Articles Match American Maid Loveliness;" "With the world's flowers to choose from and American women to please, American genius was inspired to create American Made Perfumes-the gift of gifts;" and "The gift for every occasion-going away, coming back, or wherever flowers might be thought appropriate." Window displays featuring American Made Perfumes and Toilet Articles are also suggested.

Special attention is given to the dealer in the plan; for without his enthusiastic co-operation much of the effectiveness of the campaign will be lost. The Manufacturing Perfumers' Association has prepared a most effective leaflet to be distributed by manufacturers to dealers, entitled "Dollars

At Easter Time
SELL MORE

AMERICAN MADE
TOILET ARTICLES
The Gift of Gifts

STICKER FOR DEALERS

from Scents." In it there is a telling appeal for dealer co-operation. It is pointed out that the manufacturers are bearing the entire burden of the campaign and all that is asked of the dealer is that he should work in harmony with the movement so that he may benefit from the results. A list of suggested fillers to be used in local advertising, a schedule of the various dealer aids such as stickers, folders,

etc., and a list of magazines in which the particular manufacturer, supplying the dealer, is advertising, are included in the leaflet. Suggestions also are given to aid the dealer in making the utmost use of the free service offered to him.

The association suggests that manufacturers order a sufficient number of these leaflets so they may cover their entire mailing list of dealers. It also is suggested that the leaflets be distributed to salesmen, together with a letter offered by the association, for use when they meet a dealer whose name has been missed from the list. The leaflets fold into inserts 3½ x 5½ inches in size so that they may be included in letters. They are offered to manufacturers for \$4 per 1,000. A suggested letter to dealers also is included.

5 Leaflets for Customers of the Dealer. Neat fourpage leaflets folding into inserts 3¼ x 5½ inches for use in letters are offered to manufacturers for \$4 per 1,000. These are to be furnished to dealers free for distribution among their customers.

The cover of the leaflet shows a pen and ink drawing of

tells what is in the package. As a final argument it urges the reader, when she next purchases a toilet article, to do it by the test of quality and not merely by the label.

The little leaflet tells the story that the consuming public should receive. It is suggested that manufacturers furnish their dealers with sufficient copies of these leaflets to reach every customer by mail and with a surplus supply to be passed out over the counter.

KEEP IN TOUCH WITH THE SECRETARY

The constant succession of leaflets, stickers, letters and salesmen's calls, coupled with the reiterated mentions in the newspapers and magazines, all hammering away on the same theme, will have a most impressive effect on the dealers, it is pointed out. While nothing should be done to interfere with the cumulative force of legitimate repeated appeals, there is a possibility of wasting supplies which the association is ready to guard against. For this purpose manufacturers are urged to use the dealer order forms supplied by the secretary of the association. Enough should be



SAMPLE DISPLAY OF AMERICAN MADE TOILET ARTICLES IN THE WINDOW OF R. H. MACY & COMPANY, NEW YORK CITY

a woman at her boudoir. Below the drawing appears the question: "The Loveliness of American Women? Well. now-". The text of the leaflet points out in a graceful way that for years we have permitted other nations to do for our beauties what we should have done; or rather through, some mistaken sense of modesty we have failed to let our women know that we could do it, and in so far we have failed in our duty to them. But American genius, with the inspiration of American loveliness to spur it to supreme efforts, has succeeded in providing perfumes and toilet articles so perfect that "they satisfy the exquisite and discriminating taste of our women as no foreign product can do." It then calls attention to the famous perfume test which proved that American Made Perfumes were the actual preference where labels were not considered. label, it emphasizes, does not make the quality; it merely ordered to cover the entire dealer mailing list. When these have been filled out by dealers and returned to manufacturers the latter should immediately forward them to the secretary of the association, C. M. Baker, 309 Broadway. New York, N. Y.

A special record card to be kept by the secretary will help to avoid duplication of orders and consequent waste of supplies as all requests will be entered on these cards from the dealers' order cards and will be checked for duplication before shipment is made. The association urges most careful co-operation in keeping the association fully informed of all work done to further the campaign. Two copies of every advertisement published, all dealer order forms filled out, and any other work that is done, together with any new ideas that may affect the campaign, should be sent to the secretary of the association. It is in this way only that ac-

curate and detailed data may be obtained on which to base further action by the association.

REASON FOR THE EASTER APPEAL

Because for generations perfumery and toilet articles have been Easter gifts, the coming Easter season, the period between February 15 and April 15, was selected as the most opportune time to launch the campaign. In recent years also the public has taken an increased interest in American made products, and it was felt that advantage should be taken of this sentiment to turn the buying impulse of the public affirmatively toward American Made Perfumes and Toilet Articles, particularly at a time when there is an inclination to buy such products. Before its final adoption the plan was carefully considered by the executive board of the Manufacturing Perfumers' Association and a special Committee on Publicity was appointed consisting of: Northam Warren, chairman; George S. Fowler and Walter Mueller. Harold Thresher, an advertising expert, formerly with Colgate & Co., was engaged in a consulting and advisory capacity.

OTHER CO-OPERATIVE CAMPAIGNS

Northam Warren, chairman of the Committee on Publicity, is enthusiastic about the possibilities of the campaign. "Intelligent, directive, co-operative publicity," he said, "has accomplished some very interesting results and it has solved some very perplexing problems. For instance, it has started millions of people all over the land nibbling raisins from little packages at all hours of the day at a time when the California producers, facing a heavy loss due to a falling off in the normal demand, were at their wits' end as to how to dispose of their surplus crop. Likewise co-operative association publicity has popularized California oranges all over the United States; and it has taken surplus Oregon apples which were formerly left to rot on the ground and put them on the tables in homes, in clubs and in hotels al! over the land at a handsome profit to the growers who had the wisdom to work together and the courage to launch a national advertising campaign. In the same way, in spite of 'conditions,' it vastly increased the use of paint and varnish. The same methods should produce results for our products. Such a co-operative campaign will do for the entire American Perfumery and Toilet Goods Industry what no manufacturer could do alone.'

Harold Thresher, the expert selected to work out the details of the plan, is impressed with the opportunity for educational publicity to point out the appropriateness of the "Gift of Gifts" for every occasion, not only for Easter but for birthday gifts, as tokens when a friend sails for Europe, as gifts to young mothers and on various anniversaries. He feels that the present campaign will lay the foundation and justify the association in undertaking a steady consistent drive to establish preference for finished products of our

own manufacture.

"The mere fact that over 250,000 women wrote to Colgate & Co. for sample perfumery test sets," Mr. Thresher said, "proves conclusively that they are open minded and are ready to be convinced. They want to be told!"

From One of Our New Friends

(Partheon Laboratories, Manufacturing Chemists, 97 Van Buren St., Brooklyn, N. Y.)

Enclosed please find \$2 for a one-year subscription to your publication. We thank you for the sample copy and find same very interesting and beneficial to our business.

THE BUSINESS OUTLOOK

The following letters on the outlook for business in 1922 were received too late to be included in the symposium published in our last issue:

OUTLOOK IN MIDDLE WEST PROMISING

John Blocki & Son, Inc., Perfumers, Chicago, Ill.: The outlook in the Middle West is fairly promising, but we do look for material improvement.

SEES GRADUAL IMPROVEMENT IN 1922

Paul D. Newton, general manager, C. H. Stuart & Co., toilet articles, Newark, N. Y.: We know of no short cuts to big business in 1922. However, we believe this year will be one of gradual improvement. Sales and collections should both become better as the year advances. Consistent, well planned effort as usual will win rewards during the year 1922.

GOOD BUSINESS AHEAD FOR "GO GETTERS."

1. R. Worden, manager of Marketing and Advertising, Frederick Stearns & Co., Detroit, Mich.: There is going to be pretty good business in 1922—for "Go-Getters." We cannot see any tremendous change into wonderfully prosperous days, but we can see a gradual, steady improvement. In January, 1922, we are just twelve months nearer the

goal that we have been striving for. What is that goal?

First: A different attitude of mind. Unheard of prosperity made us abnormal in living and thinking. It has taken most of us all of last year to readjust ourselves. The business man or the laborer who realizes that he cannot get a dollar without working for it, but who is willing to work, will find that there is plenty of money in circulation in 1922, and that he will make and get his proportion just according as he puts forth efforts.

Many numerous things indicate a continual betterment, and we believe that the pendulum some time ago started on its upward trend, and while it might at some time hesitate along the way, still we believe that its course is going to continue upward. And, to those who will not rely altogether on inspiration, but be willing to use the old formula of "99 per cent perspiration and 1 per cent inspiration," we believe there will be plenty of business.

A QUAINT OLD TOILET WATER RECEIPT

The following quaint receipt for a toilet water is quoted by a French contemporary as published in a periodical dated 1755, which is possibly based on a Latin work by Jean Liébart, of the sixteenth century. "The fresh countenances of the Danes has been regarded as a blessing enjoyed by all the Northern women, and has been attributed to the climate. But art enters into the matter, and the secret is discovered. The Danes have an excellent cosmetic which they call Eau de Pigeon. . . . Here is its receipt. Take of water of the water lily, water of beans, water of melons, water of cucumbers, and lemon juice, each 1 ounce. Then add a handful each of bryony, wild chicory, lily of the valley flowers, borrage flowers, and bean flowers. Then take seven or eight white pigeons. Pluck them, cut off their heads and their wings, and mince the remainder and put it in a still with the above-mentioned ingredients. Then add 4 ounces of best sugar, a drachm of borax, the same quantity of camphor, the crumbs of three small white loaves, and a glass of good white wine. This mixture is allowed to digest in the still for 18 to 20 days, and then distilled, and the liquid so obtained is preserved in suitable vessels." Before this cosmetic is used, the face should be freed from grease by the use of a paste of bread crumbs, white of eggs, and vinegar.

Note Upon the Powdering of Noses

One unfortunate New York wife warns women that if they want to keep their husbands they will not powder their noses, but it is extremely doubtful if her advice will increase the number of shiny-nosed ladies in our midst. This woman's husband hit her with a dish because she powdered her nose. Most husbands would hit their wives with a whole china set if they didn't.—New York Mail.

SELLING PERFUMERY IN FOREIGN BOTTLES

Editor American Perfumer & Essential Oil Review:

Five and ten cent stores in New York and nearby cities are selling an attractive glass vial, round bottom, with metal cap, containing a low grade of perfume, for ten cents. The writer understands that these imported vials (coming from Germany but bearing no label setting forth this fact, although I am informed at the Customs House that this is against the law) are on sale promiscuously. I understand that Woolworth is handling a one-half dram size. Is it within the law? It might interest some of the "Made in America" advocates. H. I. G.

When the bottles are imported they carry a label indicating the country of manufacture. Perfumers fill them with perfume and in the course of manufacture the import label indicating the country where the bottle is made is generally removed.

The marking provisions of the Tariff Act of October 3, 1913, are contained in Paragraph F, Subsection 1, Sec-

tion IV and are as follows:

"That all articles of foreign manufacture or production, which are capable of being marked, stamped, branded, or labeled without injury, shall be marked, stamped, branded, or labeled in legible English words, in a conspicuous place that shall not be covered or obscured by any subsequent attachments or arrangements, so as to indicate the country of origin. Said marking, stamping, branding or labeling shall be as nearly indelible and permanent as the nature of the article will permit.

"All packages containing imported articles shall be marked, stamped, branded, or labeled so as to indicate legibly and plainly, in English words, the country of

origin and the quantity of their contents."

The permissible manner of marking such bottles was defined in Treasury Decision 38,677 issued April 8, 1921, in which it was held that empty glass bottles are required to be marked to indicate the country of origin and may be so marked by means of an adhesive paster label attached to the bottle.

Whether such marking may be removed is covered by Paragraph F, Subsection 2, Section IV of the tariff act

of October 3, 1913, which reads as follows:

"If any person shall fraudulently violate any of the provisions of this act relating to the marking, stamping, branding or labeling of any imported articles or packages; or shall fraudulently deface, destroy, remove, alter, or obliterate any such marks, stamps, brands, or labels, with intent to conceal the information given by or contained in such marks, stamps, brands or labels, shall upon conviction be fined in any amount, not exceeding \$5,000, or be imprisoned for any time not exceeding one year, or both."

B. N. Handler, chief of the Marking Division of the United States Customs at the port of New York, says that the Customs Department construes the statutes to refer only to marking on bottles at the time of importation. "In the absence of any instruction to the contrary," he said, "we are not interested in what is done with the bottles after they leave the Custom House. We are interested in seeing that the bottles are properly marked when they come into the country and that they leave the Custom House in that way."

Whether the law is intended to cover the bottles into the hands of the ultimate consumer is a matter of divided opinion. The Court of Customs Appeal and other federal courts could not, of course, venture an opinion. Courts do not pass on laws tentatively at the request of parties outside of the ordinary procedure of litigation. The only way to get judicial decisions and opinions is by means of test

Attorneys in the Department of Justice who examined the statute in a cursory manner were reluctant to be quoted for publication, but informally expressed views which were at variance. One held an opinion similar to that held by Mr. Handler of the Marking Division of the United States Customs to the effect that the statute did not apply after the bottles had left the Custom House. Another suggested that the phrases "shall fraudulently . . . remove, etc." with "intent to conceat" might have an important bearing if ever a conviction under the law was sought.

John E. Joyce, first assistant United States District Attorney, believed that the removal of the labels before the bottles reached the ultimate consumer would sustain a conviction. He was unwilling to be quoted further. He suggested a test case to obtain an interpretation of the law.

DRUG AND ESSENTIAL OIL RESEARCH

The Drug Division of the Bureau of Chemistry at Washington, according to the final report of Dr. C. L. Alsberg, retired Chief Chemist, has been doing a great deal of work

outside of drugs and foods. Dr. Alsberg says:

"The drug division conducts research work required in the enforcement of the food and drugs act, in so far as it applies to drug products other than crude drugs. This consists mainly of analytical methods for the quantitative estimation of substances used as medicines but also includes studies upon the methods of manufacturing medical products. For example, extensive investigations have been made upon the methods of manufacturing the various types of tablets. Among the materials for which analytical methods have been developed may be mentioned Peru balsam, aromatic spirits of ammonia, spirits of nitrous ether, santonine, paregoric, papain, pepsin, antipyrine, acetylsalicylic acid, phenacetin, salol, pyramidon, theobromine, hexamethylene tetramine, monobromated camphor, and guaiacol. This division has also done much work upon essential oils, such as chenopodium, sassafras, wild mustard, anise, fennel, clove, and pimenta oils.

"It co-operates in the revision of the United States Pharmacopæia and assists the Post Office Department in closing the mails to persons or firms doing a fraudulent business in the sale of medicines and related products, and of therapeutic and similar treatments sent by mail, thus reaching many frauds which can not be touched by the food and drugs act."

Glass Vanity Bottles 2,000 Years Old

A consignment of eastern vanity bottles 2,000 years old has just reached London. Some were found with mummies of Egyptian women of fashion; others came from a Roman Time has made these little vanity tomb in Nazareth. bottles shine with beautiful prismatic tints of rich gold, green, blue, purple and red. When they arrived, they were full of desert sand. Held against the light, they show that a dark deposit has eaten its way into the glass—it is twenty-centuries old eye paint.-Glass Container.

TARIFF, TAX, BONUS AND DRY RULES AT WASHINGTON

Nation Tires of Delay in Congress, Hoover and Daugherty Issue Statement on Lawful Activities of Trade Bodies, Morana Suit, Dye Probe, Etc.-Metric System Shelved

WASHINGTON, Feb. 17.-The situation in Congress is becoming exasperating to the business interests of the country and President Harding by his firm stand upon the bonus and sales tax questions has given hope that the leaders in government affairs may at least settle upon something so that business may know what to do. President Harding's letter is the most encouraging feature of a long drawn out series of controversies about the tariff, dyestuffs, alcohol

Members of Congress, both in Senate and in the House, are beginning to hear from the people and representatives of trade interests are hopeful that speed may be applied to the legislative machinery. The general cry is that adverse legislation would not be so harmful as the uncertainty which leaves manufacturers and merchants in doubt about almost everything except that they will have to pay the cost.

Meanwhile reams of government paper are being used in issuing reports on a multiplicity of subjects, often so lengthy and complicated that the interests affected find it difficult to use the time necessary to grasp the germs of ideas hidden often in thousands of words of verbiage.

DAUGHERTY AND HOOVER DEFINE TRADE POLICY

One of these reports is just released. It gives the text of correspondence between two branches of the Government service in relation to the views of Commerce Secretary Hoover and Attorney General Daugherty on the question of how far trade associations may go lawfully in the matter of collecting data upon which to decide upon prices and co-operate otherwise, especially with reference to associations that make a feature or specialty of this work. It is a report of great interest to trade associations, but it would fill several pages of THE AMERICAN PERFUMER AND Es-SENTIAL OIL REVIEW and then the purport might require elucidation by counsel, for in giving it out the officials make this statement:

"The questions arising out of the activities of trade associations are of such complex legal character that it has been deemed wise to release the whole correspondence between the Department of Commerce and the Department of Justice for such date as will not necessitate telegraphic condensation. The release date has therefore been fixed for Thursday morning, February 16."

Your readers who are interested enough to wish to peruse the text of the report may find it in some of the daily papers of February 16, or send to Washington for it.

The following extracts from Attorney General Daugherty's letter give what seem to be the really essential conclusions of the Department of Justice and give an extremely good idea of the general scope of the report:

"With reference to the first paragraph, there is no ap-parent objection to a standard system of cost accounting, but I think associations should be warned to guard against uniform cost as to any item of expense. For illustration, a strong effort has been made by some lumber associations to take as a basis for estimating costs of production a uniform charge for stumpage. Of course the cost of the timber in the tree to the different manufacturers who own their timber in the woods greatly varies; and as to each it should be charged at its actual cost. It is clearly a violation of the law to agree upon the cost of an item that constitutes a substantial part of the total cost price when its cost actually varies, as to agree upon the sales price, because the sales price is substantially affected by such agreement. It has been ascertained that the members of one association go so far as to fix a uniform cost price, leaving to each member to determine what per cent profit he will add, thus eliminating entirely competition in so far as affected by the cost of production. .

"Furthermore, I have serious doubts about the advisability of the latter part of the sixth paragraph. I can see no objection to co-operative advertising designed to extend the markets of the particular article produced or handled by the members of an association, but when the several producers or dealers use uniform trade labels, designs and trade-marks it seems to me the inevitable result would be a uniformity of price. Where two competing articles are advertised in precisely the same way and bear exactly the same label or trade-mark, it certainly would be difficult for one to be sold at a higher price than the other, although its quality may be superior.

"In a way this is illustrated in the cement industry. There a standard of quality has been adopted. That is, it is necessary for all cement to comply with a certain standard, but in practice no manufacturer undertakes to make, or at least no one advertises that he does make, a grade of cement superior to that standard. The result is that there is no competition in the sale of cement so far as quality is concerned. It seems to me therefore that it would be well to eliminate the latter clause in paragraph six, to wit, 'and may the association engage in such form of promotion by furnishing trade labels, designs and trade-marks for the use of its individual members?'

"I can now see nothing illegal in the exercise of the other activities mentioned, provided always that whatever is done is not used as a scheme or device to curtail production or enhance prices, and does not have the effect of suppressing competition. It is impossible to determine in advance just what the effect of a plan when put into actual operation may be. This is especially true with reference to trade associations, whose members are vitally interested in advancing or, as they term it, stabilizing prices, and who through the medium of the associations are brought into personal contact with each other. Therefore the expression of the view that the things enumerated by you, with the exceptions stated, may be done lawfully is only tentative; and if in the actual practice of any of them it shall develop that competition is suppressed or prices are materially enhanced, this department must treat such a practice as it treats any other one which is violative of the anti-trust act.'

Secretary Hoover, in reply, said in part:

"Your observations regarding the last clause in question (6) in my letter are wholly sound, based on the language of that clause. It was not, however, my idea that each constituent member of a trade association would use a community trade-mark on his product, i. e., the same trade-mark that was used by every other member of the association, and, therefore, the last clause is that question was unhappily worded. The question really relates to trade promotion through co-operative advertising, in which certain trade slogans are used, such as, 'Made in Grand Rapids,' which was adopted by the furniture manufacturers at that furniture center.

"Generally, activities covered in question (6) are conducted by a trade association in a given local community. An organization at Chicago advertises for its entire membership, which includes every line of commercial endeavor in Chicago, that the city is the great central market. It is co-operative advertising of this class that tends to promote trade extension in given lines or collected lines of industry.

'Certain of the trade associations, however, do devise trade-marks, not for use by all members, but for individual members. It is a well-known fact that when some manufacturer or producer is fortunate enough to select a trademark that appeals to the public, it becomes a great aid in selling his commodity and, as a result, it is well advertised until it becomes a household word.
"Other producers or manufacturers of the same kind of

an article, in order to take advantage of this situation, will devise a trade name or trade-mark as near to that of the successful competitor as he thinks he can go and still escape suit under the trade-mark or unfair competition laws. activities of a trade association regarding trade-marks to

which I referred in my letter of the third relate to the straightening out of instances of unfair competition or infringement as between the members by undertaking to design trade-marks for the individual members of the association making the same product that would absolutely prevent confusion on the part of the public as to the producer or manufacturer of the given article and, at the same time, remove all claim of infringement or unfair competition.

"In other words, trade-mark activity referred to was that of making the trade-marks of each individual member distinctive instead of common. You may, therefore, consider the part of my question (6) referred to in your letter as eliminated from the question, and that the question really intended to cover the matters stated herein. With this explanation, I feel sure you will agree with me that our views on the matters presented are in complete accord."

A sceries of conferences between Secretary of Com-merce Hoover and representatives of the principal open price associations and trade organizations of the country probably will be begun within the near future for the purpose of arranging for the compilation and publication of important trade statistics, in accordance with the recent decision of the United States Supreme Court in the Hardwood case.

TARIFF HINGES ON AMERICAN VALUATION

Insofar as the tariff situation is concerned, that is very much like it was a month ago, in spite of the fact that the Republican members of the Senate Finance Committee have been holding two sessions a day in connection with the bill. A great deal of time has been consumed by the committee in discussing American valuation, but up to the time of writing this report no final action has been taken. However, Senator McCumber, chairman of the committee, says he is hopeful that the American valuation plan will either be accepted or rejected by the committee very soon.

In addition to the prolonged discussions of American valuation which have seemingly been without result, the committee has spent considerable time in going over all of the specific rates contained in the Fordney bill, and also in changing as many ad valorem rates as possible into specific rates so that the American valuation will have as

little effect as possible on the bill.

It is understood that the committee has gone through the chemical schedule and discussed all of the specific rates in that schedule. However, the dyestuff section of the schedule

was entirely passed over for the time being.

One of the influential Republican members of the committee has stated within the last few days that if an agree-ment can be reached by the committee on American valuation, the bill can be reported inside of ten days. Some members of the committee are still hopeful that a report can be made to the Senate by the committee by March 1, although other members believe that it will take at least two weeks longer to finish the bill.

NATIONAL MANUFACTURERS FOR AMERICAN VALUATION

A special tariff convention of the National Association of Manufacturers was held in this city on January 30 and 31 and ended with the unanimous adoption of a resolution favoring the American method of assessing ad valorem duties. After a long preamble the resolution says:

"This convention, representative of the great industrial activities of the country, joins innumerable organizations which have already spoken in approval of the American valuation plan of assessing the duties on imports; and in urging immediate revision of the tariff laws for the purpose of providing immediate protection for the labor of manufacture, agriculture and mining.

"We respectfully urge that the provisions in the pending Fordney tariff bill be retained that provide for American valuation by American appraisers in America."

A strong letter was received from Charles M. Schwab, chairman of the Board of Directors of the Bethlehem Steel Corporation, endorsing the American valuation plan. Addresses in favor of American valuation were made by John E. Edgerton, president of the association; former Representative William E. Humphrey, representing the American Valuation Society; former Governor James N. Gillette of California; James B. Reynolds, former Assistant Secretary of the Treasury in charge of customs, and others. The only voice raised against the American valuation plan at the convention was that of H. E. Miles of Racine, Wis., representing the Fair Tariff League.

BUSINESS VOTES ON TARIFF AND OTHER MATTERS

Business organizations as represented in the Chamber of Commerce of the United States, have completed a referendum vote on fundamental tariff questions involving principles outside the field of partisan controversy. A preliminary count discloses that the vote did not commit the chamber on the question of American valuation, and that a decision was lacking on postponing tariff legislation until conditions become more settled.

The vote for continuation of the present basis of ad valorem duties was 979 as against 833 for instituting American valuation; and the vote on postporement of tariff legislation was 734 for postponement and 1,110 against it. The chamber can be committed only by a two-thirds majority.

The proposals for which the chamber's membership has

declared, with the votes on each follow:

Legislation should permit, in the event of changes of economic factors, adjustment of tariff rates by administrative authorities within limits prescribed by Congress for the purpose of maintaining a consistent tariff policy. For, 1,588; against, 304.

Creation of a Tariff Adjustment Board to administer adjustable rates. For, 1,379; against, 481.

Reasonable protection for American industries subject to destructive competition from abroad and of benefit to any

destructive competition from abroad and of benefit to any considerable section of the country. For, 1,840; against, 27.

The principle of maintenance and encouragement of our export trade should be observed in tariff legislation so far as consistent with protection of American industries of benefit to any considerable section of the country and sub-ject to destructive competition from abroad. For, 1,793; against, 59. Tariff legislation should be framed and administered with

a view to meeting discriminations, direct or indirect, by other countries against American trade. For, 1,868; against,

Anti-dumping legislation of May, 1921, should be maintained in principle. For, 1,846; against, 37.

CHEMISTS OFFER AID TO DYE PROBERS

There has been one delay after another in opening the hearings to be held by a sub-committee of the Senate Indiciary Committee on dvestuffs and chemicals. Senator Judiciary Committee on dyestuffs and chemicals. Borah has refused to serve and Senator Ernst of Kentucky

has been appointed in his place.

The support of chemical manufacturers throughout the country was pledged to the committee in a letter sent recently to Senator S. M. Shortridge, chairman of the sub-committee, by Charles H. Herty, president of the Synthetic Organic Chemical Manufacturers' Association. Mr. Herty

"According to press reports there will be an early meeting of your committee, charged with the investigation of the dye and chemical industry of this country and of the importers of German dyes, for the purpose of outlining the procedure of the committee in this investigation.

"In behalf of this association and of each of its constituent members, I beg to express our gratification that the important work of your committees is to begin, for we feel that chiefly through such an impartial and official investigation will the truth about these matters be fully brought to light. It is our desire to co-operate with your committee in every possible way and I can assure you that our members stand ready to submit all possible information to your committee at any time it may be desired.'

MORE RED TAPE FOR INDUSTRIAL ALCOHOL USERS

"Beginning with the month of February, 1922," says the Bureau of Internal Revenue in an announcement to collectors, "proprietors of industrial alcohol bonded ware-houses will make five copies of Form 1443-A, Monthly Return of Uncoopered Alcohol Received and Disposed of and five copies of Form 1443-B, Monthly Return of Alcohol in Packages Received and Disposed of, and deliver four copies

of each form to the officer in charge at the bonded warehouse and retain one copy of each at the bonded warehouse. The officer wil: examine the four copies of each form delivered to him and, if complete in every respect, will forward one copy of each to the collector of the district, one copy of each to the director of the state, and the other two copies of each to the Federal Prohibition Commissioner, 1330 F street, Northwest, Washington, D. C.

The following announcement has been issued by the bureau in connection with returns of institutions holding

permit to use tax free alcohol:

"Each hospital and educational institution required by Regulations 61 to render returns on Form 1451, accounting for tax free alcohol received and used, will render such re-turn for each month, or part of month, from the date of its permit. Where a permit to use tax free alcohol has been issued to a hospital or educational institution and no alcohol has been withdrawn under same, Form 1451 should be rendered in blank by such hospital or institution with the notation 'No alcohol withdrawn' written across the form."

NEW DENATURED ALCOHOL FORMULAS

Several new and modified denatured alcohol formulas have been issued by the Bureau of Internal Revenue as follows: "The following formula, to be known as specially denatured alcohol formula No. 27-B, is hereby authorized for use in the manufacture of liniment of soft soap, U. S. P.: To every 100 gallons of ethyl alcohol add 1 gallon oil lavender flowers, U. S. P.; 100 pounds of soft soap, U. S. P."

"The following formula, to be known as specially denatured alcohol formula No. 38-B, is hereby authorized for use in the manufacture of mouth washes and dentifrices: To every 100 gallons of pure ethyl alcohol add 5 pounds or Methyl Salicylate, U. S. P.; oil of cloves, U. S. P.; oil of peppermint, U. S. P.; oil of cassia, U. S. P.; methyl crystalas, U. S. P.; oil of cassia, U. S. P.; methyl crystalas, U. S. P.; oil of cassia, U. S. P.; methyl crystalas, U. S. P.; one desiring to use the choice formula.

Any one desiring to use the above formula must specify in the application which two substances from the above list

are selected."
"Completely denatured alcohol Formula No. 3 is amended to read as follows: 100 parts by volume ethyl alcohol; 5 parts by volume sulphuric ether; 2 parts by volume benzine; 1 part by volume pyridine or 1 part by volume aniline oil.

"Specifications for Aniline Oil: 1. Color, yellow; 2. Odor aromatic; 3. Specific gravity, from 1.25 to 1.028 at 15.5°C.; 4. Boiling Point, 95 per cent shall distill within a range of 3°C., between 183°C. and 186°C."

CAUTION ON ADVERTISING DENATURED ALCOHOL

The advertising of denatured alcohol is commented on in the following announcement which the prohibition commis-

sioner is sending out:

"It has been brought to the attention of this office that persons who sell denatured alcohol at retail frequently advertise by means of signs, posters, etc., in or about their places of business, announcing that 'alcohol' is for sale, without any qualifying words such as 'denatured' or 'com-Prohibition Act, and Section 97 of Regulations 60. It is charged that such retailers also frequently sell completely denatured alcohol without placing on the container thereof the cautionary 'Poison' label required by Article 108 of Regulations 61.

Inasmuch as such illegal practices menace the health and lives of persons who might be misled into believing that the alcohol is pure, it is desired that you will immediately warn, and instruct all field officers subject to your direction to warn proprietors of garages, paint shops and hardware stores, and other retail dealers in denatured alcohol generalby that parties guilty of such practices must immediately discontinue them, and that any one failing to do so will be reported to the United States Attorney for prosecution."

REDEMPTION OF PROPRIETARY STAMPS

The Internal Revenue Bureau has prepared a form letter which is being sent out to local revenue collectors, accompanied by another form on which a claim may be made for the redemption by the government of proprietary tax stamps held on January 1, 1922, when the tax on proprietary and toilet articles sold to the public was repealed. If any firm has a supply of these tax stamps still on hand he should apply to the nearest revenue collector for one of these forms and ask for instructions as to how to prepare and present a claim for refund.

FALLING OFF IN PERFUME TAX COLLECTIONS

The figures are just now available for the tax collections in December on cosmetics, perfumes and medicinal articles. In December 1921, the amount was \$303,219.26, as compared with \$583,735.44 for the same month in 1920. In view of the lifting of the stamp taxes on January 1 the drop carries no significance as manufacturers were only filling out their very last requirements and not buying ahead.

MORANA, INC. FILE AMENDMENT TO PETITION

Morana, Inc., New York City, have filed an amendment to their petition for a writ of mandamus to compel Andrew W. Mellon, Secretary of the Treasury, to issue to them a permit for the importation of 1,000 pounds of Swiss vanillin. The amendment was filled as a result of the decision of the District Supreme Court in the case of the Commercial Solvents Corporation vs. U. S. Treasury. A close reading of that decision by attorneys for Morana, Inc., and an investigation of the circumstances surrounding the case disclosed the fact that the complainant in that case openly stated in court that the Treasury Department did not act in "a capricious or arbitrary manner." It was this statement that caused the decision by the court in favor of the Secretary of the Treasury according to Morana, Inc. As the decision was practically made a matter of course by this voluntary stipulation of the corporation's attorney, at-torneys for Morana, Inc., came to the conclusion that it would not in least affect the case of their clients were they claim an "ignorant, unreasonable, arbitrary and capricious act." The court permitted this amendment to the original

CUBAN CUSTOMS GRIEVANCE IS RELIEVED

Firms and other persons interested in undelivered merchandise warehoused at the various Cuban ports have received an extension for inventory and clearance, according to a cable dispatch from Charge d'Affaires Cable, at Havana. The volume of imported goods affected by this decision is estimated to value between sixty and eighty million dollars, a large part of which is said to belong to American merchants who have not yet been able to effect a settlement with their Cuban customers. The decree opens the way for a clearing up of the whole situation through the usual process of commercial adjustment.

CANADIAN MARK OF ORIGIN RULE SUSPENDED

Operation of the Canadian customs regulations providing that all goods imported into Canada shall be marked to show the country of origin has been suspended by the Dominion government, according to a telegram from Consul-General Foster, at Ottawa. The suspension will remain in effect until after the close of the next session of Parliament.

ERNEST W. CAMP NEW CUSTOMS CHIEF

Appointment of Ernest W. Camp of Saginaw, Mich., Chief of the Customs Division has been announced. Camp, who was formerly clerk of the Ways and Means Committee of the House, will succeed George W. Ashworth, who is transferred to the Legal Division. The selection of a new Chief of Customs, Treasury officials said, was the first step in a general reorganization of the service to effect a maximum of efficiency.

CHAMBER SHELVES METRIC SYSTEM REFERENDUM

At a meeting of the National Council of the Chamber of Commerce of the United States, held here February 8 and 9, it was decided that the National Chamber should not take a referendum on the metric system.

Finds "The Perfumer" of Great Help

(From Frank E. Hartshern, Wilton, N. H.)

Find enclosed \$2 for which please continue my name on your subscription list: your magazine is of great help to me.

TRADE MARK VALUES AND THEIR PROTECTION

By HOWARD S. NEIMAN, Patent and Trade Mark Editor of the American Perfumer & Essential Oil Review

It is difficult to estimate the actual value of a trade mark expressed in dollars,

It is an intangible thing not capable of being counted in dozens or weighed in pounds, and hence, its value must be measured by mental conceptions, but if viewed from a practical and commercial standpoint, we may gain at least an estimate of its value.

The assets of a commercial organization are of two classes, tangible and intangible, in the former of which are included merchandise, cash, stocks, bonds and the many investments of a similar nature.

The principal intangible asset of an organization is its good-will, which has been legally defined as that property of a business concern which cannot be sold or mortgaged unless accompanied by the business, and trade mark rights are included in this intangible asset of good-will.

A consideration of the question of the actual value of a trade mark will indicate the impossibility of formulating any general rule whereby such a value may be obtained, but it is possible to obtain an approximate value by an examination of its surrounding circumstances.

The province of a trade mark is to act as a connecting link between the purchaser and the article—not between the purchaser and the producer.

The interest of the buying public in the manufacturer is subservient to its interest in the product itself. It cares little for the name of the producer but it is vitally interested in obtaining the particular article it desires.

A trade mark, therefore, is the identifying mark of a product.

The estimate of the value of a particular trade mark is consequently based upon the value of its product to you as its manufacturer or seller.

Apply this rule to any one of your products.

It is evident that its value is not commensurate only with the amount of money you have expended in commercializing it, nor can it be gaged by its past sales alone.

These are simply factors entering into the problem.

The trade mark is your business; it is your best asset; you have been building your future trade upon its acceptance by the public; you have presented it to the world as a means whereby your products may become known and adopted; you have built your business success and reputation upon it as a foundation.

What then is its actual value to you?

Forget for the moment the money you have expended in advertisements and propaganda; forget the hours of labor and thought you have given it; forget the expectations and hopes that you have built in your imagination; forget everything save this one trade mark and its place in your business, and then ask yourself; "What is it worth to me?"

For what price would you sell it to your competitor for he who purchases it will be your competitor?

If you have used it for any length of time, if you have given it any publicity, would you sell it at all?

Is it not more probable that you would allow it to die upon your shelf rather than sell it to another?

Is that not an admission of its value in the trade? Is it not a fact that you would fear its use in competition?

And this mental measure of its value is based upon your

general knowledge of the value of trade marks supplemented by your knowledge of what this particular trade mark has done, and, upon that which is far more important, what it will do in the future with proper care and encouragement.

Have you a single active trade mark which you would be willing to sell at a price which would be fair to the purchaser?

What would be the effect upon your business if the Law should say to you, "You must discontinue the use of every one of your trade marks, because they are the sole property of others?"

Of what use then the enormous financial outlay in the formation and retention of your good will? Of what value would your products be until you had sacrificed again, as you did in the past, in an effort to educate the purchasing public to know your products by their new names?

Eliminate one by one the elements of your business and determine that which is the most important for a profitable continuance of your commercial activities.

Is there a single factor as important as the sole right to use your trade names?

Your competitor may make a product identical with yours, but he can never convince the public of the fact, unless he surreptitiously approaches them under the cover of your trade name.

Have you protected your trade marks commensurate with their value to you?

You physically guard your money behind steel doors. Do you legally protect your trade marks through proper registration?

Your trade mark may be valid and your sole right assured without registration, but it is by registration only that you can obtain that full protection which is the object of the trade mark laws,

If your trade mark has any value, it is multi-fold the cost of a trade mark registration, without which your legal protection is not complete.

The average business man closely scans his overhead costs; his rent, his power, his pay-roll, his advertising, his miscellaneous expenses. He carefully estimates his net income and profits. He uses his best endeavors to curtail his expenses and increase his sales. His every effort is to build up a more profitable business, and through it all he overlooks the protection of that asset which makes his profits possible.

He frantically exhausts himself in his endeavors to place more money in his safe and then leaves the safe open and unprotected as an invitation to his competitors to help themselves—and then loudly complains when they do so and he finds them financing their business with his money.

The constant litigation over trade mark rights, with its attendant loss of business and prestige, would be reduced to a minimum if each owner of a trade mark would notify the world of its adoption by Patent Office registration, but until that is done there will be a constant innocent and fraudulent trespassing upon individual trade mark properties.

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.

RECENT DECISIONS ON SIMILAR TRADE MARK NAMES

The following trademark decisions have been handed down in the Supreme Court of New York:

By Mr. Justice Giegerich:

New York French Export Co., Inc., v. Parfumette Corp'n.-The plaintiff, which sells small bottles or packages of various perfumes under the name "French Perfumettes," seeks to enjoin the defendant pendente lite from selling small bottles or packages of similar kinds of perfumes under the name "Parfumette." The two are sold at different prices, and the bottles, packages or containers, as well as the labels, can be told apart at a glance, and there is no probability that one will be taken for the other. Neither side claims to be the originator of the idea of selling perfumes in the kind of containers, packages or bottles which they both use, but the plaintiff asserts that the use of the name "Parfumette" by the defendant constitutes unfair competition in that those intending to purchase its "Perfumette," which it alleges the bottle or package it sells is commonly known as, actually purchase the defendant's "Parfumette" instead.

Both the label and the advertising matter of the plaintiff bear the words "French Perfumettes" plainly imprinted thereon, and it may well be that the conclusion that the plaintiff seeks to draw from various allegations contained in several of the affidavits submitted in support of the motion to the effect that its "French Perfumettes" are commonly called "Perfumettes" was inspired by contemplation of the similarity between "Parfumette" and "Perfumette." Be that as it may, both terms are purely descriptive of the article they are applied to, and there is sufficient dissimilarity between the names "French Perfumettes" and "Parfumette" to enable the ordinary purchaser to readily differentiate between the two, especially since the price, the labels and the general appearance differ so widely. der such circumstances I would not be warranted in granting an injunction. Order signed.

Importers Exchange, Inc., v. Herman et al.-The plaintiff claims that the package or container in which it markets or sells well-known brands of high-grade perfumes is original with it and that the idea of selling such highclass and well-known perfumes in small quantities is like-wise original, and that the name or term "Flaconette" given or applied by it to its alleged original small package or or applied by it to its alleged original small package or container of such perfume is an arbitrary and fanciful one original with it, and that by reason of its large expenditures for advertising the package "Flaconette" has been accepted by the general public as an article of merit and that a public demand now exists for said container or package. An application is now made to enjoin pendente lite the defendant's use of the name or term "Venus Flacons" in connection with the sale by them in packages of the same general type or style as those used by the plaintiff, of the same kinds or brands of perfumes with which plaintiffs' packages or containers are filled, on the ground that such use of the name constitutes unfair competition, in that the ordinary purchaser will mistake the one for the other and buy a "Venus Flacon" when the intention was to purand buy a "Venus F chase a "Flaconette."

Samples of both "Flaconettes" and "Venus Flacons" have been submitted for my inspection, and I have no hesitancy in reaching the conclusion that while the two have the same characteristics as are shared by packages or containers of a similar kind and such as would, for instance, ordinarily be found to exist in common in all candy and cigar boxes, or packages of cigarettes, no attempt has been made to imitate the label or other special characteristics of "Flaconette," and the general size, shape and appearance of the two packages or containers is so dissimilar that the one could under no circumstances be taken for the other.

Neither the plaintiff nor the defendants seem to manufacture, own or control any of the perfumes with which their packages or containers are filled, nor do they seem to have any proprietary rights whatever therein; on the contrary, the inference is clear that both of them purchase highgrade, well-known perfumes from the several manufac-turers or distributors thereof and fill their packages or containers with the perfumes so purchased and that the respective names "Flaconette" and "Venus Flacons" are applied not to the contents of the container or package, but to the general ensemble of the container or package and its "Flacon" is a French word for bottle. For several generations past perfumes, particularly those of the cheaper variety, have been sold in small quantities in small bottles.

The plaintiff asserts that the idea of selling high-grade perfumes in small quantities originated with its assignors and that the type of container or package adopted and used by it, particularly as applied to the sale of perfumes, is also the original idea of its assignors. Assuming, without deciding, that the first of these claims is the fact, the plaintiff has no special rights on this motion by reason thereof, and the truth of the latter of the two assertions is sharply challenged by the defendants, who produce affidavits from which it appears that bottles essentially similar to the one adopted by the plaintiff have been in general use for a number of years past as containers for small

quantities of perfume.

The package or container in which the plaintiff's per-fumes are sold is called by it "Flaconette," or bottle-ette, the "ette" being suffixed to the word "Flacon" by the choice of the plaintiff. The plaintiff claims that it adopted the arbitrary and fanciful name "Flaconette" as the name of the said package. I do not think that the plaintiff by so adopting that name acquired any rights which would warrant this court in enjoining the defendants from using the purely descriptive term "Venus Flacon" or "Venus Bottle" in connection with the package or container in which their perfumes are sold. There is no such similarity between the two names adopted by the plaintiff and the defendants, respectively, as to deceive intending purchasers into buying the latter's perfumes for those of the former.

Moreover, the defendant's perfume on account of being in much smaller bottles is sold at a much lower price than that of the plaintiff, the latter's price being \$1 and \$1.50 per bottle, while the defendants' is 50c. per bottle, and while the bottle or container adopted by the defendants is of the same general type as that used by the plaintiff, it is, nevertheless, so dissimilar in size, shape, coloration and other characteristic features that it would not be mistaken for the article sold by the plaintiff by any person of ordinary intelligence. The motion for an injunction pendente lite should therefore be denied, with \$10 costs. Order signed.

By Mr. Justice Wagner:

Importers Exchange, Inc., v. Parfumette Corp'n.—The plaintiff seeks an injunction pendente lite restraining the defendant from unfairly competing with it in the sale of specially prepared packages of high-grade perfumes sold in small containers under the name of "Flaconettes" by the plaintiff and by the defendants as "Parfumette." Both purchase the perfume in bulk from the manufacturer and repack the same for resale in small quantities in aluminum containers, consisting of a cylindrical bottle with glass dipper and stopper and a loose wrapper of written guarantee of contents.

While it is true when comparing the various elements constituting the appearance of the article comprising the product certain similarities in general make-up, including the construction of the name employed, appear, after an examination of the papers and exhibits submitted the proofs show that there is neither novelty nor originality of form of construction in the plaintiff's product, nor that the name used by defendant in itself, is conducive toward

reasonably certain deception.

(Continued on page 547)

FEBRUARY REPORT ON GRASSE FLORAL PRODUCTS

(From Our Own Correspondent)

Orange Trees

GRASSE, Feb. 1.-If there should be no freeze between now and next May to injure the harvest of flowers, the yield will be satisfactory and the prices of all the products derived from this flower will assuredly decline.

Although the present stocks are not important, the constant poor demand has brought about an appreciable decline, and this will continue to be still more accentuated with the approaching new crop.

Heavy freezes are to be dreaded even in March; so that it is quite premature to forecast lower prices before the time mentioned.

Roses

One must also expect a weakening in prices after the coming harvest for all products derived from roses, that is, unless atmospheric conditions between now and the harvest should result in diminishing the crop.

By reason of the small stocks still on the market, a scarcity of flowers might cause a rise in the market prices, or at least keep prices at their present level.

Jasmine and Tuberose

There are still some stocks of Jasmine products remaining that might cause a rather appreciable decline after the next harvest, if business should continue to be as dull as it has been for several months past. Nevertheless, the price received for the last crop yielded but little profit to the producers, by reason of the fact that the workmen have been very exacting; so that if the price of the flower were to decline greatly and this policy should be continued it would lead to the certain abandonment of this culture

The stocks of Tuberose products amount to almost nothing; so that the present prices are not going to come down any,-not even if the next crop should be a very abundant one.

Violets

It is almost impossible to find Parma Violets, inasmuch as the cultivation of the flower which was abandoned after the war has not yet been resumed, notwithstanding the very high prices paid for flowers.

All that remain are the Victoria, which are held at very high prices, as this variety of flowers is used not only by the perfumers, but above all by the florists all over the world in making up bouquets.

The market prices of the products derived from Violets will be very high, as the producers prefer to sell to the florists instead of selling to the perfumers, who cannot afford usually to pay the prices demanded by the sellers.

The grades embodying 40 per cent of acetate of linalyle are becoming still scarcer, especially as these are the grades that are sold after distillation.

Since we made our last report there has been a slight weakening in the price on account of the poor sale, but the present prices are bound to go up just as soon as there is resumption of transactions, no matter how slight it may

Some English houses have purchased rather large quantities, as well as some Japanese concerns, as a result of which the stock now on hand are not important.

GRASSE-The oil of Grasse Geranium is now quoted at an interesting price in comparison with the prices obtained for the oil of the Reunion that has reached an exaggerated limit. The demand is rather important by reason of the foregoing, but there has been no change in the market

AFRICA—The stocks of oil of Africa Geranium are not very important. There will be no new crop before next May; so that there is more likely to be a rising tendency in the present market price.

REUNION-A certain decline is looked for in this oil, inasmuch as the present market price discourages consumers. The first new cutting will take place within a few weeks; so that the new quantities of oil that will then be on the market will infallibly bring about a weakening in the price.

As business all over the world is undergoing an acute crisis, it is difficult to close transactions, and by reason of the uncertainty of the morrow, the purchasers buy only from day to day, corresponding to their requirements. The result has been a noticeable dullness that gives rise to quite unexpected declines.

As regards the cultivation of flowers unless the cost of labor should decline, which is problematical, the present prices of flower products should be maintained for the producers will tear up the Jasmine or Rose plants and replace them with garden vegetables, returns from which even now are considerably more remunerative.

AFRICAN OIL PALM IN MALAYA.

An item in one of the local papers called attention to the fact that the Government of Perak, one of the Federated Malay States, is prepared to grant land, upon very favorable terms, for the cultivation of the African oil palm, says Vice-Consul S. E. O'Donoghue, Singapore, Straits says vice-consul S. E. O'Donognue, Singapore, Strats Settlements. At present the chief countries of origin of this palm and oil are southern Nigeria, the Gold Coast, Sierre Leone, the French Ivory Coast, and Kongo. The Department of Agriculture of the local government and the managers of several rubber plantations have been conducting experiments, and have found that the soil and climate of Malaya are so well adapted to this tree that its oil content is equal to those grown in South Africa. It oil content is equal to those grown in South Africa. It is thought that as Malaya has the advantages of available labor and facilities for transportation, the cultivation of this palm could be carried on most successfully. The oil is used mainly in the manufacture of butter substitutes and soap, and has proved valuable for such purposes.

The government is at present clearing 50,000 acres of land for oil-palm plantations, which means an increased demand for tractors, stump pullers, portable saw machinery, plows, vegetable-oil mill machinery, and kindred equipment.

MARSHAL FOCH HAS ONLY ONE VICE

(Paris Cable to Chicago Tribune)

In an interview in the Petit Parisien Marshal Foch says: 'Since my return from America it has been stated that I had become a teetotaler—exclusively a water drinker. The truth is that I drink at every meal two glasses of wine—good old Bordeaux. It is not too much, I think; but it is enough. My pipe is my only vice."

Bootleg Legacy for a Baby

"Blakenwite, the bootlegger, did a nice thing the other

day."
"How was that?"
"Why, Bigrox, the millionaire, took so much of his stuff that Blakenwite named their new baby after him."

Quebec Parfumeur Finds It Interesting.

(J. Jutras, parfumeur, 1421 Avenue Papineaou, Montreal) It is with pleasure that I send you my check for my subscription for The American Prefumer, in which I find interesting articles and advertisements.

THE USE OF ISOPROPYL ALCOHOL FOR HYGIENIC AND COSMETIC PURPOSES

By H. BORUTTAU, Berlin, in Deutsche Medizinische Wochenschrift, June 30, 1921

I have been asked to investigate experimentally whether isopropyl alcohol may be used in place of ethyl alcohol for hygienic and cosmetic purposes, especially in such applications as bring the alcohol in contact mainly with the epidermis or with mucous membranes and involve the absorption of only slight amounts into the circulation. During the investigation, it appeared desirable to observe, as I had also been requested to do, whether any injurious effects could be expected from the accidental swallowing of small quantities of the alcohol when so used.

The proposed task was closely related to the investigation reported by Heffter & Juckenack' and published in the Quarterly for Forensic Medicine (Vierteljahrschrift für Gerichtliche Medizin) Vol. 58, pp. 1-3: "On the Use of Propyl Alcohol, from the Hygienic Standpoint." These investigators state that while we are well informed concerning the general pharmacological properties of propyl alcohol as shown in experiments on animals, it would be hazardous to form conclusions regarding its use on human subjects, because of the lack of data. The work of Buchner, Fuchs and Wegele shows that no harmful results were observed from local applications by bandaging for one hour, and that absorption by inhalation of the vapors is very slight, owing to the high boiling point of the alcohol. They, therefore, concluded that there was no valid objection to the use of this alcohol in fumigants or in preparations for the care or cleansing of the skin, hair, nails, etc.

The question before me, however, concerned not the normal propyl alcohol, but isopropyl alcohol, with the hydroxyl group attached to the middle carbon atom of the molecule. It was, therefore, possible that this alcohol would differ, either advantageously or the reverse, from normal propyl alcohol, and that it would therefore constitute a superior or inferior substitute for ethyl alcohol. The observations recorded below will furnish a basis for conclusions on this point. The value of experiments on animals in determining practice on human subjects is, as emphasized by the authors cited above, limited. This fact is illustrated by many regrettable experiences with methyl alcohol, which is relatively innocuous to many forms of life. A valid decision can, therefore, only be attained by suitable experiments.

. I have, therefore, carried out continuous experiments on both animal and human subjects, during several months.

Rabbits were shaved on the abdomen and bound daily for 14 days with bandages saturated with isopropyl alcohol of 60 per cent concentration by weight. The forearms of two healthy human subjects were treated similarly, the bandages being worn several hours daily. In both cases no pathological symptom of disturbance of normal health was observable. The skin of the human subjects was somewhat reddened, and the most superficial layers of the epidermis of the animals were slightly macerated. This local effect was exactly similar in degree to that caused by 60 per cent ethyl alcohol, which I applied in an identical manner to control animals and persons.

In order to investigate the possibility of partial absorp-

tion through the skin, I also administered 60 per cent isopropyl and ethyl alcohols by subcutaneous injection daily for a week, in different parts of the bodies of two rabbits. No noteworthy results occurred in either case, although considerable amounts of the alcohols passed into the blood stream and metabolism during the time. These experiments led to others upon oral ingestion which I carried out and which confirm, to some extent, the findings in the literature concerning the action of variously constituted alcohols. For example, it is stated that normal propyl alcohol is twice as strong a narcotic as ethyl alcohol, that its depressant action upon the isolated heart is four times as great as that of ethyl alcohol, and that isopropyl alcohol is more toxic than normal propyl alcohol. The former observations do, indeed, agree with Richardson's Law, according to which the action of liquid hydrocarbons, etc., in causing narcosis of the nervous system increases with the number of carbon atoms in the molecule. On the other hand, many cases are recorded in which the physiological activity of organic compounds with a branched chain of carbon atoms is weaker than that of their straight-chain homologs. Many complicating factors may influence the final effect in the case of higher organisms, however,-for instance, the metabolic transformation of the substance. This is amply and tragically illustrated by the well-known poisonous properties of methyl alcohol to man, notwithstanding the fact that, according to Richardson's Law, this alcohol should be the least toxic and actually is less injurious than ethyl' alcohol to many organisms. It has been demonstrated that methyl alcohol is gradually oxidized in the body to formic acid, which is gradually excreted in the urine. Presumably, isopropyl alcohol is partially oxidized in the body to acetone,--certainly not an inactive substance, -and partially excreted unchanged. In so far as it can be regarded as a secondary alcohol (with a branched chain), isopropyl alcohol should have, like other secondary alcohols, according to Schneegans and von Mering, a stronger narcotic action than the primary alcohol.

To two rabbits of equal size, I gave by stomach tube equal doses of ethyl and isopropyl alcohols diluted with five volumes of water. Doses of 1 to 1½ grams alcohol per kilo body weight produced slight drowsiness in both cases. Doses of 2 to 2½ grams (as above) caused sleep, from which the animals awoke after a few hours. The minimum lethal dose was, in both cases, 5 grams per kilo body weight. The animals showed intoxication promptly, more active symptoms being manifested in the case of ethyl alcohol in the earlier course of intoxication, when the isopropyl alcohol had already produced deep sleep. Death followed a sharp decline in body temperature 22 hours later, almost simultaneously in both animals.

According to these experiments, isopropyl alcohol would seem, in contrast with normal propyl alcohol, to be no more toxic than ethyl alcohol. I would not assert, however, that it would be so for all animals and under all conditions. Comparative determination of lethal doses for extended

^{&#}x27;Gutachten der Wissenschaftlichen Deputation für das Medizinalwesen zu Berlin, March 12, 1919.

Translator's Note.—The original says methyl alcohol here,—evidently a misprint for ethyl.

series of higher animals (dogs or apes) was prevented by the present financial situation.

After the daily administration of 5 cc. isopropyl alcohol (diluted with 10cc. water) to a strong male fox-terrier had proved harmless even after several weeks, I took a similar dose myself on three occasions, without noticing any evil effect whatever. The taste of the alcohol is indifferent, while the odor is not especially pleasant, though not actually revolting. It may be recalled that published analyses record traces of both the propyl alcohols as usual constituents of certain distilled liquors.

In order to investigate the properties of isopropyl alcohol in practical use, I have repeatedly washed my hands in isopropyl alcohol (diluted to 60 per cent by weight), before and after experiments with animals, operations, etc., and preceding or following a cleansing with soap and drying. The effect seemed to me identical with that of ethyl alcohol.

The suitability of isopropyl alcohol for disinfection of the hands in surgical gynecology is being investigated by bacteriological methods by Dr. Georg Bernhardt, Director of the Bacteriological Division of the Friedrichshain Hospital (Berlin), and will be reported elsewhere.

I have also prepared a mouth-wash by dissolving small quantities of thymol and menthol in pure isopropyl alcohol. A few drops of this solution were mixed with luke-warm water and the mixture used for rinsing the mouth and gargling, every morning and evening, by myself and other members of my household. No harm, nor any notable effect, was experienced from this practice during several months.

On the basis of the work here described, I can state that there is no reason why isopropyl alcohol should not be employed for cosmetic and hygienic purposes, so long as it comes in contact with the epidermis, or, temporarily, with the mucous membranes, and that no harm need be feared from the accidental swallowing of moderate quantities of this alcohol.

SUGGESTIONS ON HOW TO USE COLORS

Investigators have made careful tests to determine the legibility of printing on colored papers, the distance, size and form of type use and other factors being identical, says the Meyer Druggist. In the following list, showing their findings in order of legibility, note that black and white occupy fifth place:

- (1) Black letters on yellow paper.
- (2) Green letters on white paper.
- (3) Blue letters on white paper.
- (4) White letters on blue paper.
- (5) Black letters on white paper.
- (6) Yellow letters on black paper.
- (7) White letters on red paper.
- (8) White letters on green paper.
- (9) White letters on black paper.
- (10) Red letters on yellow paper.

Automatic Separator for Oil Distillation.

H. F. Watson, in the Journal of the Indian Institute of Science, describes an automatic separator, designed by him for use in the distillation of volatile oils. It is said to overcome the defects of the florentine flask type of separator and has been used in the Institute's Department of General and Organic Chemistry to distil several hundred pounds of lemongrass oil, with thoroughly satisfactory results.

SOME OBSERVATIONS ON AMBERGRIS

La Parfumerie Moderne published in its Christmas number a paper by Jean Gattefossé on ambergris, in the course of which the author puts forward an original opinion regarding the formation of this precious substance.

Many hypotheses have been suggested and many errors have been committed regarding the origin of ambergris. It is known today that it is a calculus (accidental or normal) which is formed in the intestine of whales which feed on cuttle-fish. The sperm whale (Physeter macrocephalus) is the most important representative of this class of whales. According to Jean Gattefossé, the origin of the odor of the ambergris calculus is due to the musk odor of the cuttle-fish on which the sperm whale feeds. He recalls that the ancient Romans used in perfumery a mollusc, the Elodone moschata, dried and pulverized (Pliny); now, this mollusc and several others form the principal food of the sperm whale.

The following is, in the opinion of the author, the actual process of the formation of ambergris:

"The odorous principle of ambergris, as distinct from its crystalline constituent, ambreine, already exists as such in the cuttle-fish analogous to the Elodone moschata. The sperm whale consumes these molluscs in large quantities. The odorous principle and the ambreine, which are indigestible, would be normally expelled unless they are retained by an intestinal disease, chronic or otherwise, of the sperm whale. The ambergris calculus is formed by crystallization of the ambreine as the fecal matter is consumed by the bacillus which gives rise to the disease. The calculus is expelled accidentally and rises to the surface when the fecal matter has dissolved. Finally, the fecal matter taken from the intestine of a recently killed sperm whale yields an ambergris of inferior quality when dried or when attacked by an artificial culture of the same bacillus."

This last hypothesis was suggested to the author by the work of Beauregard (Les cryptogames de l'ambre gris, in Ann. de Micrographie de Miquel, 1898). Beauregard had observed in the ambergris calculus a bacillus which he named Spirillus recti Physeteris; this bacillus thrives on fresh ambergris, attacking only the fecal matter, which it causes to disappear slowly, giving rise to an improvement in the odor of the ambergris with age.

Ambergris calculus is composed above all of ambreine (vide Bulletin, [3], 6, 186), which is only the structure holding the odorous material together. All parts of the body of the sperm whale have more or less the same type of odor in about the same amount, and it is due to a substance existing in the ambergris to the extent of about 2 per cent. It is necessary also to mention the presence of a small quantity of essential oil.

The olfactory examination and some empyrical tests are at present the only means available for the valuation of ambergris. For example:

"A hot point should enter the mass easily without sticking; a characteristic odor should be given off under the influence of heat and an amber colored molten drop should appear on removing the point; ambergris on heating when dry bursts into flame spontaneously and leaves a small light carbonaceous mass; if it is adulterated with resinous substances it gives a more voluminous and heavy carbonaceous mass."

J. Gattefossé ends his monograph by mentioning the various uses of ambergris in therapy and perfumery. He gives a list of plants with an amber odor and information on their habitat and other particulars.—Scientific and Industrial Bulletin of Roure Bertrand Fils.

Largest \$2 Value in Existence

(From The Klinker Manufacturing Co., Manufacturers of Toilet Articles, Cleveland, Ohio.)

We take pleasure in enclosing our check for \$2 for the renewal of our subscription and cannot let the opportunity go by without complimenting you upon the progress you are constantly making in the magazine. It surely represents the largest \$2 value of anything in existence.

VANISHING CREAMS

By Dr. F. A. MARSEK

What is the essential requirement of a vanishing cream? As the name indicates, it has to vanish from the skin when applied.

What then is the purpose of such a cream? Does its nature require some particular therapeutic property such as cold cream is supposed to have or has it any beautifying action, changing the appearance of the skin, as face powders do?

It has both properties to a certain degree and yet it cannot be classed with either one as it is not to be regarded as a cosmetic which serves for a final application in completing the toilette of milady. We may only consider it as a medium which improves the effect of the application of another cosmetic preparation such as face powder.

It has a therapeutic action only to a limited degree and only indirectly. It acts as a protection against sunburn, exposure to wind and cold, and particularly so when in combination with face powders. The cream as such has very little or no therapeutic action. As we will see later, the composition of vanishing cream is similar to a soap which contains glycerine as the only ingredient having a beneficial effect upon the skin. The percentage, however, of this ingredient is rather small and therefore not much benefit can be derived from it. Therefore the only way in which vanishing cream can give benefit to the skin is in forming a coating which will protect it. The cream works itself into the pores of the skin and thus protects it.

However, the principal use of vanishing cream is as a base for the action of face powder. The powder will adhere much better to the skin if vanishing cream is applied first. In this manner the protection given to the skin is much more efficient than if face powder alone were used.

However, it is an entirely different question as to the effect upon the skin of such an application aside from its protective property.

We have repeatedly discussed the necessity of proper respiration of the skin through its pores. In connection with the discussion of face powders we have said that one disadvantage of using this cosmetic is its tendency to form a coating on the skin which will prevent such respiration. And we have also said such a condition is aggravated by perspiration of the skin with which the powder forms a sort of a paste almost inpenetrable for the air. The same, or at least a similar condition, is brought about when vanishing cream is used before applying the face powder. And thus, while face powder improves the complexion momentarily—and the improvement is still increased if vanishing cream is applied first-in time it has a rather doubtful effect. The same condition is brought about through it that we have discussed in connection with face powder. Continued application deprives the skin of the possibility of normal respiration and thus, together with all of the other influences, including the powder on the face, tends to deprive the skin of its natural fats, and after some time results in a dead and grayish appearance of the complexion.

This surely is a very serious drawback to the use of cosmetics of this nature. The situation is made more serious through the fact that naturally the woman seeing her complexion losing its natural freshness will gradually

apply more and more powder to make up for the loss of the natural bloom. By trying to cover up the initial grayness of the skin with the very thing which produces it, she will continually aggravate this deplorable condition.

The next question is the composition of vanishing cream. In analyzing vanishing cream or disappearing cream, as it is sometimes called, we find that the biggest percentage of its composition is water.

The next ingredient in quantity should be stearic acid. However, sometimes glycerine is greater in amount than stearic acid. The saponification is brought about by alkali. Thus we have the entire composition of vanishing creams, aside from the perfume. The percentage of the various ingredients vary greatly in different formulae. But before we take up the question of the proportion of the different ingredients, we may say a few words about the manufacturing process.

Of course, stearic acid, being a solid product, has to be melted before it can be combined with the other ingredients. The alkali is dissolved in the water. This solution is mixed with the stearic acid and the glycerine is then added.

In all cases, no matter what kind of alkali is used, it is better to pour the melted stearic acid into the alkali solution rather than the reverse, which is very frequently done. The saponification will then be much more complete and the grain of texture of the cream will be considerably better.

It is necessary that the ingredients be brought to a certain temperature before being mixed and that they be maintained at such a temperature until saponification is complete. This temperature should be between 170 to 190° Fahrenheit. The time required to insure complete and thorough saponification is between 10 to 20 minutes, during which time vigorous stirring is essential. After saponification is complete the source of heat can be discontinued but the stirring has to be kept up until the cream becomes cool and stiff.

Summarizing the process, we may say that first, a solution is made of the alkali in the water and this is brought to a temperature of about 180° F. Then the stearic acid is brought up to the same temperature or a trifle higher and is pored very slowly, under constant stirring into the aqueous alkali solution. Then about half of the glycerine which has been brought to a temperature of about 180° F. is added slowly. The glycerine may be added to the aqueous solution before the stearic acid. During the entire time of saponification the cream is kept at an even temperature through continued application of heat. After the heat is turned off the agitation is maintained until the cream has set, become thick and cooled down. Before this state is reached, however, the remainder of the glycerine is added slowly after it has been brought to approximately the same temperature as the cream itself. It is not very good practice to add this portion of the glycerine cold, as it may happen that under certain conditions "grainyness" of the cream will result. When the agitation is discontinued the cream is allowed to stand over night, or for an equal period of time, after which it is stirred again for a short while. say from 15 to 30 minutes. During this agitation the perfume may be added. This practice has the advantage of avoiding the exposure of the perfume oils to high temperatures. However, provided the cream has cooled down sufficiently before agitation is discontinued the perfume may be added at this time, as usually the oils used in cream perfumes are not affected by heat, as are, for instance, the finer oils used in perfumes.

Stirring on the following day has the advantage of taking out of the cream a certain amount of fluffiness which is brought about by saponification; and furthermore, it produces a very attractive shine or pearly appearance. However, great care must be taken that this agitation is not kept up too long as otherwise the cream will get too soft.

(To be continued)

THE PURPOSE OF FACE POWDER

BY HENRY TETLOW, Henry Tetlow Co., Philadelphia

Let us admit at the start that we can only make and sell face powder because the female of the species, attractive as she undoubtedly is, does not feel herself entirely independent of the assistance of adventitious aids to enhance her charm. No woman can ever be so beautiful as not to feel the urge to gild the lily.

We may even go further and say that, unfortunately for those of us who desire to find the countenances of those women we may encounter delightful to the eye, by no means all whose complexions would derive benefit from the artistic use of face powder have been brought to an appreciation of its value. Lay the blame where we will, on climate, humidity or its lack, poor soap, exposure or lack of attention, it must be conceded that the composite complexion of the American feminine is somewhat removed from the perfection which every woman should ardently desire. Wherefore, face powder achieves an importance which many are reluctant to accord to it.

To the legislator it is a source of revenue, to the ardent reformer a source of chagrin and annoyance, to the joke writer a material for puns. Even the woman who uses it often thinks of it merely as a means of concealing imperfections and stressing good points.

Yet face powder is more than this. The appreciation of beauty marks the transition from savagery to civilization and the finer the development of the higher instincts of the human race the greater the appeal of and the insistence on beauty. Now, to put the matter frankly, all the beauties of art, architecture and nature must ever be of secondary importance as compared with that of woman. Is it then too much to say that face powder deserves a prominent place among the agencies which promote civilization?

Can we say that a substance which can and does add as greatly to the feminine charm as does face powder is not worthy of a prominent position in the scheme of things?

Why face powder? Does the question require any further answer? Face powder is because it is necessary. It contributes its full share to the complete enjoyment of life because it creates or at least enhances natural beauty.

If there is any woman who does not use face powder it is because she does not realize that she is evading her responsibility to others when she neglects to do her share to add to the sum total of beauty.—Ungerer's Bulletin.

American Factors Control Market on Toilet Articles (From the St. Louis Times)

"Business is good," says Mr. J. W. Meyer of The American Perfumer and Essential Oh. Review, who is here attending the Barbers' Supply Dealers' Association Convention. "The buying public is appreciating the value of the U. S. A. trademark on their toilet requisites. American manufacturers are now dominating the market and are going to hold it. Everybody is optimistic. Watch us next year. We are just getting started. He'p us run in high, by demanding advertised brands."

INTERESTING FACTS ABOUT LINALOL

This highly important alcohol, though isomeric with geraniol, is of quite different chemical constitution, as is shown by its optical activity, and the fact that both varieties have been isolated, says the London Perfumery and Essential Oil Record. In 1894 Tiemann and Semmler assigned to it the formula

but the constitution is not quite settled, and the following formula has also been suggested:

The alcohol is very susceptible to alteration under the influence of heat or chemicals, and as linalol does not yield a crystalline derivative adaptable for its isolation from essential oils, it is certain that linalol has not yet been obtained in a state of absolute purity. At present the purest forms of linalol are those obtained by fractional distillation; until recently the purest specimens were considered to be those obtained by Schimmel & Co. They had the following characters:—Boiling point, 197°-199° at 760 mm. or 85°-87° at 10 mm.; the specific gravity was 0 · 869 to 0 · 875 at 15°; the refractive index was 1 · 4620 to 1 · 4640 at 20°; and the optical rotation — 17° to + 13° according to its origin, but Paolini and Divizia (Chem. Central., 1915, 1,606) have stated that they have obtained a pure linalol which has an optical rotation of —1° 35′ to 1° 40′. Linalol was converted into its phthalic acid ester by treating a solution of linalol in petroleum ether with excess of sodium, followed by the calculated quantity of phthalic aphydrida: calculated quantity of phthalic anhydride; the resulting sodium salt was decomposed with dilute sulphuric acid, giving linalyl phthalate as an oil which was dissolved in alcohol and treated with strychnine. The strychnine salts of the linalol hydrogen phthalate were then separated by fractional crystallization into their optically active components, which were found to have the rotations mentioned Confirmation of these results is required before they can be accepted, as they are at variance with those of other workers. Béhal points out that linalol behaves so differently in various ways from other alcohols that he suggests it is probably an oxide.

Linalool, also called linalol, was first thus christened by Semmler in 1891. In 1892 Barbier obtained linalol from linaloe oil and called it licareol, but later this was found to be identical with linalol. This alcohol is very widely distributed in nature, and is the principal constituent of linaloe oil in which it occurs in the free state, and to a very large extent as linalyl acetate in bergamot and lavender oils. It is also found free and in the form of esters in the oils of petitgrain, ylang ylang, cananga, limes, origanum, sage, lemon, spike, thyme, Russian spearmint, basil and sassafras leaf oil.

Newest Vagary Is "Scentograms"

a ti ci bi fe d fi ta

"Scentograms" may be this year's correspondence fad, says a Paris dispatch, following the invention by a Romanian scientist of a machine strengthening the power of perfume 1000 per cent. The machine splits up the "perfume rays" and can be attached and operated, it is said, by an ordinary wireless outfit or a telephone. This foreshadows the day when a swain will be able to smell his sweetheart over the telephone. By a box contrivance, electrically controlled and containing two ounces of perfume, it is claimed, as large an amphitheatre as Madison Square Garden can be perfumed.

ARTISTIC COMMERCIALISM*

By WILLIAM H. GREEN

Standards of art and beauty vary with the habitat, race, environment and degree of education or civilization of the so-called human race. Even morals are said to be merely a matter of geography. We should not criticize the South Sea Island maid who, according to Mr. Frederic O'Brien, tattoos her legs and body for the same reason that our own civilized sister bobs her hair and arches her eyebrows. The evident intention of both is to go nature one better and enhance the natural beauty of form or face. It is said we still have with us a few who admire, purchase and adorn the floor with the rug picturing a kind-faced St. Bernard recumbent on a center field of "bilious green," which to most must be reminiscent of the sacred parlor of by-gone days. It is impossible to set up a definite standard but among the more enlightened of civilized people there is some general agreement as to correct line and proportion and certain colors in combination, by a consensus of opinion, are admitted to clash or harmonize as the case may be.

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The Standard Dictionary defines Art:—"Practice as guided by correct principles in the use of means for the attainment of an end." The end to be attained by the manufacturer of perfumes and perfumed materials, hereinafter referred to as the perfumer, is naturally to adorn his products according to the dictates of the correct principles of art as understood by those to whom he expects to sell his wares.

The influence of the package in its correct relation to the product is not to be overestimated. Modern merchandisers are practically unanimous in agreement on this point. There are many illustrations with which we are all familiar. For instance, contrast the contents of the old-time weevily and musty cracker barrel with the crispy biscuit in the upto-date, sealed, moisture-proof package. The cracker was a sufficiently commonplace article; it didn't make much headway in the barrel; but how many millions are sold now. The product only needed proper packaging to lift it from the squalid environment of the barrel in the corner grocery and put it on the shelves with the best. It has even acquired the more aristocratic title of biscuit.

The perfumer perhaps more than any other merchandiser is concerned with art and beauty in combination with practical packaging. There, is a most apt illustration of the application of this in the marvelous tale of talc. A generation ago talc was hidden among the shelves of the London chemist under the title of French Chalk, occasionally sold by weight and in a paper bag, a rather plebeian article used for the same general purposes as fuller's earth and for the dry cleaning or whitening of fabrics. Adopted by the perfumer, bolted, refined, perfumed and correctly packaged, talc has taken a foremost place among the delicate luxuries of the toilet and probably more than one hundred and fifty million packages are sold annually in the United States alone.

Progressive package improvement both practically and artistically has been prominent among the factors which have advanced tale to the demand and popularity it enjoys today. Introduced in paper packages similar to those used for rice powder and just a slight improvement on the paper bag of the London chemist, tale was later and within the

memory of most of us put up in round, crudely made tins, inartistic of design and with dredge or spice-box style sifter. Surely not beautiful and most inconvenient but a step forward.

Then came the revolving sifter, a practical improvement, and year by year the tin has been improved as to shape and design and year by year the sale of talc has increased. It is now among the aristocrats of the toilet table, packed in beautiful containers of glass, paper and tin, and sold in enormous quantities at prices commensurate with its environment. Talc needed only to be introduced to the public in a properly artistic guise to achieve its merited success.

The perfumer is continually confronted with this, to him, all important problem of correct packaging. Bottles, boxes, cartons, tins and labels make up a considerable percentage of his total purchases, the total packaging expense in many cases exceeding the cost of the contents. The importance of this expense item requires that every dollar buy its full value in package display and advertising appeal and to do that demands that the question of art be given much intelligent thought by the perfumer himself.

Observation of the general practice of purchasing and designing containers leads to the positive conclusion that the subject is frequently given but amateur and haphazard attention. It has been a general practice to rely for the idea and its artistic realization on the manufacturer of the container. A lithographer, bottle maker, box maker or can maker is considered perforce to be an authority on art. The thought and the method are fundamentally wrong because the real incentive lies with the perfumer himself. The costume in which his product is to be introduced should be as much the child of his own thought and ideas as the product itself.

Container manufacturers as a matter of business policy have dallied more or less successfully with art. The perfumer has assisted but, for the most part, art as applied to containers for perfumed products has been left at the mercy of the makers of the containers. Some excellent results have been attained in this way but frequently the approach has been haphazard and blundering. We still have with us many packages that belong artistically in the period with the aforementioned St. Bernard.

Package design should be carefully studied in accordance with the generally accepted canons of art and good taste. The technique of art requires of necessity years of study and intense application as well as no small degree of inborn ability and instinctive appreciation of beauty but its principles should be familiar to the layman, particularly when they play such an important role in raising his products from mediocrity to excellence.

We need to develop systematically the interest of artists and students of art in the application of their vocation of package design. Strangely enough, no great move has been made in this direction and even those advertising agencies which have shown much interest in the application of art to the advertising of perfumes and cosmetics have paid scant attention to its potential value in improving the containers of the products they advertise. Though by no means an exact science, even superficial study of color and design

^{*}From Ungerer's Bulletin.

calls immediate attention to many things which surely offend good taste, that simply must not be done.

The costuming of products so intimately personal as those of the perfumer, surely demands in design the ultimate in good taste, the best thought of the man behind the product and the highest artistic efforts of those concerned in the making of the package.

In the making of the package.

Let each package be at least neutrally if not positively correct; if it be not surpassingly beautiful let it not be positively ugly. Let the perfumer and the package maker take an æsthetic as well as a practical interest in the theory of art as applied to package design. Art can be attuned to this requirement, with an aim to produce the package with the necessary advertising and display touch—art with a definite appeal.

The Golden Age of Art in Greece and Rome has handed down to us all too few of its incomparable masterpieces but even these few furnish us with infallible examples of the correct in proportion and contour as do the woven and mosaic arts of the Orient in color. In the art schools and museums, everywhere for the asking, is this opportunity to grasp for ourselves by observance and study and to utilize for our commercial needs a better knowledge of color and contour, so that the subtle art of the perfumer may be ably supplemented by costumes for his products which help and enhance them and do not hinder.

Pay heed to the dictates of fashion, the current expression of the popular conception of the correct in anything. The man of civilization knows that fashion is changeable and fleeting, but the everyday things of life grow unfashionable almost unnoticed. The deservedly famous talking machine advertisement pictures a rather plump fox terrier, a dog in full accordance with the supreme dictates of fashion when this brilliant idea was conceived. But today one does not notice this breed on the front seat of Milady's limousine of taking his daily airing on the avenue. He has given way to the Pekinese, the Chow, the Airdale, the police dog and other canine fancies of fashion. Even the horn at which his ear is cocked has gone out of date. The advertisement would be designed differently today.

The style in toilet requisites is far more evanescent than

The style in toilet requisites is far more evanescent than in talking machines and Milady is likely to be insistent that the appointments on her boudoir table speak to the intimates who are admitted there of her familiarity with the latest edicts of Fashion. The perfumer, therefore, cannot permit that his packages fail to keep pace with the changing taste in form and color.

Many a meritorious product of the perfumer's art remains as obscure and unnoticed as a Cinderella for want of proper costuming. You will remember that even the good fairy realized the limitations imposed by the sisters' cast-off clothes and the futility of attempting to capture a Prince Charming for her protege until Cinderella had been properly outfitted in a silken gown, glass slippers and the other necessary appendages. Then and then only was she presented for the approval of the Prince who was evidently a discriminating person.

The moral should not be far to seek,

GETS PERFUME TO MATCH HER SOUL'S COMPLEX

Miss Rose has just divulged all the terrible facts about poor Adelaide's ordeal at the studio of the psychological perfumer, says the New York Sun.

So pleased was Miss Rose with her experience in having a special perfume invented for her, one that represented her soul, her coloring and her point of view, that she suggested that poor Adelaide should go to the perfume studio and have the psychological perfumer mix up something for her that would represent her personality and deepen the impression she should make on all who breathed in the aroma of her presence.

in the aroma of her presence.

"So Adelaide went along," confided Miss Rose, "and really she looked very expensive. You know Adelaide always does. She was a bit snippy, of course, I mean, and rather put it over Mme. La La, the psychological perfumer, and she was awfully frank—she feels that not to be frank is to be bourgeois. She said rather brutally to Mme. La La that of course the whole idea of getting one's

perfumes to match one's soul was absurd and Mme. La La must be making lots of money out of it.

"Mme. La La seemed perfectly smooth, but one can never tell about these Latins. She looked Adelaide carefully up and down, and then she seemed to go into a sort of trance. Presently she came out of the trance and told us that she had been dwelling intensively on Adelaide's characteristics.

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"'Madam,' she said to Adelaide, 'I will distill for you

the very essence of your soul.'
"And when the perfume came home, what do you think?"
demanded Miss Rose. "Bob, Adelaide's Persian cat, began acting terribly. It was the strangest and most pungent
odor I had ever smelt. It was beautifully bottled in a
queer shaped flask with a sort of Egyptian device.

"And it was a familiar odor, too, but none of us could name it for a minute while Bob leaped madly about the apartment.

"And then grandma came in and said:
"For heaven's sake, who brought in the catnip?"
"And so it seems there really is something in psychology," added Miss Rose—"at least I mean ——."

PATCHOULI IN DUTCH INDIES

According to the literature, three varieties of patchouli occur in the Dutch Indies, only one of which, Pogostemon Cablin, Benth., has a commercial value. This "genuine" patchouli is an aromatic plant, attaining a height of 30 cm. to 75 cm., which has never been discovered in blossom in Java, and, according to the Kew Bulletin, is the parent plant of the patchouli cultivated in the Malay Peninsula and in Sumatra. In Java it is cultivated on a modest scale on a few plantations only. In North Sumatra, on the other hand, it is more common, and particularly in the neighborhood of Tapa Tuan, in the Atjeh district, it is fairly extensively cultivated by the natives, who prepare from its leaves a hair oil for their own use. It is only some ten years ago that the first cultivation of "nilam" (patchouli) was undertaken for export, and at that time a picul of dried leaves fetched not more than 3 florins. However, when the price rose to about 15 florins, the cultivation of this plant was undertaken on a larger scale, and plantations of nilam are to be found in the districts of Tapa Tuan, Sama Dua, South Dho Phoa, and Meuke.

The price per picul (of 80 kilos.) of dried leaves at Tapa Tuan amounted in September 1919 to 8 florins, in January 1920 to 13-14 florins, while branches fetched in each case 4 florins. The prices quoted at Penang were: September 1919, for leaves 8 to 10 Straits dollars, and for branches 7 to 8 Straits dollars per picul of 62.5 kilos. Prior to the war the prices quoted were 5 to 6 and 1 to 2 Straits dollars respectively.

Prior to the war France and Germany were the principal European countries to which patchouli was exported. In 1913 France imported 3,659 piculs and Germany 4,957 piculs of patchouli leaves from Penang; in 1914 France imported 39 piculs from Singapore and 1,655 piculs from Penang, while Germany imported 2,973 piculs, exclusively from Penang. In addition, considerable quantities were exported to British India, Hong Kong, and, since 1911, to the United States. In 1918 Japan and Canada appeared for the first time as importers of patchouli, Japan importing 259 piculs and Canada 481 piculs, in both cases from Singapore.

A Pleasure to Pay for "Best Trade Journal" (Ric-O Extract Company, Inc., Manufacturing Chemists, Reading, Pa.)

We assure you that it is a pleasure to write a check for the Perfumer Publishing Co. as The American Perfumer and Essential Oil Review is the best trade journal. We can hardly await the arrival each month to read the news.

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

NEW OFFICERS ELECTED BY THE A. PH. A.

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It is announced that in the election of officers for 1922-23 by the American Pharmaceutical Association there were 1,462 votes cast. The officers elected were as follows: President, Julius A. Koch, Pittsburgh; vice-presidents, E. N. Gathercoal, Chicago; Lyman F. Kebler, Washington, D. C., and Clyde L. Eddy, New York; members of the council, Charles E. Caspari, St. Louis; Samuel L. Hilton, Washington, D. C., and Wilbur L. Scoville, Detroit.

Chemical Societies' Joint Meeting

A joint meeting of the New York sections of the American Chemical Society, the Society of Chemical Industry. the Societe de Chimie Industrielle and the American Electrochemical Society was held at the Chemists' Club on the evening of February 10. Dr. Russell H. Chittenden of Yale University pointed out that chemistry is changing the practice of medicine from an art to a sciene. Prof. M. T. Bogert of Columbia University, Dr. Charles A. Doremus, and Dr. Charles A. Herty took part in the discussion. Dr. Herty, president of the Synthetic Organic Chemical Manufacturers' Association emphasized the need for public confidence in the work of research men, which he said could only be won through the medium of advertising.

Chemists' Club Holds Beefsteak Dinner

Prizes were awarded to winners of various indoor sports tournaments at the beefsteak dinner of the Chemists' Club held at the clubhouse, New York City, February 9. Prize winners were: H. H. Hurt, J. M. Matthews, C. O. Daughaday, C. Rand, T. H. Norton, A. H. Zane, John Teeple and Mr. Clark. Following the dinner a puppet show was given. About 100 attended the dinner. Saturday luncheons were inaugurated at the club January 28. G. A. O'Reilly, vice-president of the Irving National Bank, spoke on "Economic Interest in the World Movement," and Harrington Emerson spoke on "Present Conditions in Mexico." It is planned to have speakers of national reputation at the March 4 and March 18 luncheons.

Drug Manufacturers Meet June 5-8

The eleventh annual meeting of the American Drug Manufacturers' Association will be held at the Biltmore, New York, June 5 to 8. The executive Committee has adopted plans for reorganization of the association into five sections to consist of the biological section, the crude drug millers, the essential oil producers, the medicinal chemical manufacturers, pharmaceutical manufacturers and manufacturers of surgical dressings and plasters.

The association has announced that after three years of painstaking research, the first volume of the History of Pharmacopeeial Drugs compiled under auspices of the association by Professor Lloyd, is ready for distribution.

Philadelphia Drug Exchange

The Philadelphia Drug Exchange has elected the following officers and directors for the year: Charles E. Hires, president; Milton Campbell, vice-president; Joseph W. England, secretary, and A. L. Hilles, Jr., treasurer. Directors: Herbert R. McIlvaine, Dr. Adolph W. Miller, Adam Pfromm, C. Stanley French, Clayton F. Shoemaker, Walter V. Smith, C. Mahlon Kline, and Norman K. Conderman.

New York Drug and Chemical Club

The Drug and Chemical Club of New York has elected the following for the 1922-1925 term on the Board of Governors: Arthur S. Somers, F. L. Lavanbury Co.; George V. Sheffield, Kasebier-Chatfield Shellac Co.; Bernard M. Culver, Charles R. Pitcher, and James W. McCullough. The annual meeting and election was held February 18

NEW YORK CITY'S ALLIED CLUB

The talcum powder business has exerted a great influence on the production of artistic tin containers according to William H. Green of the Tin Decorating Co., Baltimore, Md. in an address at the January 25 meeting of the Perfumery, Soap and Allied Industries of New York in Browne's Chop House, New York City.

Mr. Green was the chief speaker at the meeting in place of Jules Smucker of the same company who was unable to be present. Mr. Green sketched the history of the tin can and container industry and showed that the demands of manufacturers of toilet preparations for artistic packages had spurred the makers of these containers into the production of some very attractive designs,

Following the address of Mr. Green there was an informal discussion in which Victor Vivaudou, who had just returned from the Pacific coast, Frank Z. Woods of Chicago and others took part. Mr. Vivaudou pointed out the possibilities for increasing the sale of cosmetics by means of a cooperative publicity campaign such as that sponsored by the Manufacturing Perfumers Association. Mr. Woods said that the western perfumers were broadening their activities so as to include more allied lines.

PERFUMERY, SOAP AND ALLIED INDUSTRIES WILL BRANCH OUT

The Perfumery, Soap and Allied Industries of New York tendered a farewell dinner to Edwin F. Sefton, the president, on the eve of his departure for Europe, February 16 at the Hotel Brevoort. The dinner-meeting was called to discuss the matter of whether or not the association should extend the scope of its activities. Covers were laid for 130 and the following were at the speakers' table: Victor Vivaudou, toastmaster; Edwin Sefton, W. L. Schultz, William E. Swindell, F. J. M. Miles and William H. Green.

Mr. Sefton was the first speaker. He said that the nature of the association gave it certain advantages which could be capitalized for the good of the industry. Thus, as the association meeting is held monthly instead of once a year it will form an open forum for the discussion of matters of common interest such as has not been provided in the past; and it will be in a position to act promptly. was in doubt as to whether the club would be called on for action in matters of national legislation in the coming year. "If participation is necessary we must get into immediate touch with the Manufacturing Perfumers Association," he said. "If they do not respond, then we can be of value to ourselves as we see fit; for in legislation of a national character, as a policy, we must look to the Manufacturing Perfumers' Association to lead the way. Our purpose is to serve as an adjunct and unfair criticisms by individuals and trade journals to the contrary are injurious to us and to them.

Victor Vivaudou, who acted as toastmaster, pointed out the necessity for a tariff that would afford real protection to American finished products. He then called on a number of representative men to state how the association could be of value to them.

William H. Green of Addison Litho Co., pointed out that the association could not be truly co-operative unless the interests of the allied trades were guarded as carefully as those of the perfumers and manufacturers of toilet preparations. He also pointed out how the association might serve as an open forum for the discussion of doubtful trade practices.

William E. Swindell of Swindell Bros., spoke on the responsibility of the seller. He said that many advertisements from all over the world promoting many new things had appeared in trade journals during the past year. "We

hear through these channels of box, essential oil and label houses that we never heard of before; and these foreign houses have upset things. For example, I go to Vivaudou or Sefton with an article I have to offer, and they say: 'I can buy a similar article from these houses for half your Now, manufacturers should not feel that they are going to get something for nothing. When the goods are finally delivered from abroad they may not be like what they were represented to be at all. What redress have you? You can go to Europe to sue them; and you are likely to find that they have nothing. Over here our manufacturers are responsible. They make deliveries and if their claims are not fulfilled you can sue them and get satisfaction. You have got to stick to Americans or else surrender the market to foreigners. If you don't stick to American manufacturers of supplies they will be compelled to shut down; and when they shut down the buying power for your products will be curtailed. American manufacturers do not want to maintain higher prices than foreigners; but they do want a reasonable, gradual readjustment. Give us a little leeway and in time we will do as much for you as any foreigner. Our firm is looking forward with faith. We want to make some profit; and if you will not buy from us at a profit, we will seek new fields."

Frank J. M. Miles urged support of the ideals of the previous speakers.

W. L. Schultz of Lightfoot Schultz Co., said that the ideas expressed were twentieth century ideas. He also said that he would endeavor to get more soap manufacturers to

Jules Smucker of the Tin Decorating Co., pointed out that manufacturers who buy raw materials should keep in closer touch with the working difficulties of the man who is supplying them. If this were done he said that there would be fewer complaints. He emphasized the fact that if the artistic element was to be developed in containers, manufacturers must get away from price considerations alone.

George H. Neidlinger of the Peerless Tube Co., advised that now is the best time to buy collapsible tubes for the reason that pig tin is lower in price now-due to the influence of foreign exchange—than it has ever been in the history of the trade. "Nothing produced abroad in this line," he stated, "is comparable with the American-made product. Manufacturers should bear in mind that it is not a question of who sells the lowest-priced product but who sells the best product."

Charles A. Boscowitz of F. N. Burt Co., Ltd., said that the main question with buyers is "price, which they cuss more than they discuss." He said that he had come to the meeting to discuss policies of the club and wanted to know what they were. A rapid fire of repartee followed immediately between Mr. Sefton, Mr. Vivaudou, Mr. Swindell and Mr. Boscowitz, the latter maintaining that the association had no constitution and the former three maintaining that the old Aroma Club constitution was still in effect, and that the association did have higher aspirations. Mr. Boscowitz offered to write a paper embodying his ideas of what the objects of the association should be, but the demands for an immediate answer were so insistent that he ventured the following: "First, stand on your own feet. An editorial appeared in a trade paper stating that this association should do nothing to antagonize the Manufacturing Perfumers' Association. We never proposed to, but we have a wide field for action just the same. For instance: Foster American-made goods. Our supply men instance: Foster American-made goods. Our supply men should not be put into competition with any foreigners. Purchase goods made in America. Bring the buyer closer to the seller. It might even be advisable to go to three or four big manufacturers and say, 'Here is my order and what we can pay—divide it up among yourselves.' In addition to the foregoing, this club may watch out for our trade interests, perhaps by means of a committee in Washington.

Mr. Sefton declared that no one asked the American manufacturer to compete with the foreigner in price, but in quality. Mr. Boscowitz was on his feet in a second: "You may have to pay too high a price for the same quality. Our labor cannot work as cheaply here as foreign labor does abroad-we can't meet them.

A. F. Kammer of the Carr-Lowrey Glass Co. carried A. F. Kammer of the Carrierously on the bottle discussion started earlier in the evening on the declared that American bottle manufacturers could He declared that American bottle manufacturers could equal the quality and workmanship of any bottles brought

into this country.

Richard A. Porter, former secretary to Gov. Edwards of New Jersey, was the last speaker. He felt that if the association wanted anything at Washington it should ask for it, reminding representatives of the number of votes that could be controlled. The speech was apparently made without an examination of what the industry has doneor particularly what the Manufacturing Perfumers' Association has done-to guard the interests of the industry, and consequently awakened little interest.

William H. Green called for a standing vote from those who believed in the purposes of the organization and who

would give it support. Every man present stood up.
In future, it was decided to hold one meeting each month. This meeting will be held in the evening so as to allow more time for the consideration of matters vital to the interests of the industry. The scope of such activities will be defined in a new constitution of the old Aroma Club as a basis. A monthly bulletin is to be issued which will contain news of what is taking place in Washington together with information on the activities of the association.

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Manufacturers of Medicines to Meet

The United Medicine Manufacturers of America, who meet at Pittsburgh, April 24 to 27, announce an interesting program, which includes the following addresses: "Botanical Drugs"-S. B. Penick of S. B. Penick &

Co., New York "Essential Oils"-G. L. Ringel of Fritzsche Bros., Inc.,

New York. "Chemicals"-T. R. L. Loud of N. Y. Quinine and

Chemical Co.

Chemical Co.

"Package Cartons and Containers"—C. F. Stocker of
Robt. Gair Co., New York.

"Bottling and Package Machinery"—C. M. Schofield
of U. S. Bottles Machinery Co., Chicago.

"Bottles"—Representative from Illinois Glass Co.,

Alton, Ill. "Corks" -Representative from Armstrong Cork Co., Pittsburgh, Pa.

Among the speakers at the banquet will be Congressman Clyde M. Kelly, James Francis Burke, B. G. Pritchard, F. W. M. McCullock, Samuel C. Henry.

Hopkins Addresses Salesmen

The necessity for salesmanship of the highest order to The necessity for salesmanship of the highest order to keep business going during the coming year was emphasized by George W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Co. in an address at the January 19 dinner of the Salesmen's Association of the American Chemical Industry at the Drug & Chemical Club. The first three essentials for a salesman which he extended area. A love of humanity a disperition to study outlined are: A love of humanity, a disposition to study human nature and a knowledge of the goods he is called upon to sell; and the fourth is work. "No salesman," he "should go out without an elementary knowledge of psychology, mental analysis, graphology and phrenology, because new methods of approach are needed." The February meeting will be held February 27. Details for the meeting have not been announced as yet.

N. W. D. A. Changes Date of 1922 Meeting

The date of the 1922 annual meeting of the National Wholesale Druggists' Association has been changed from the second week in October to October 2 to 5. This earlier date will enable members to take advantage of Summer tourist rates to Colorado Springs, as these are in force until September 30. The Broadmoor Hotel, Colorado Springs, remains convention headquarters.

Going Back to the Inventive Eve

Speaking of woman's place in business-the loose leaf system was invented by Eve.-Bottles.



OFFICIAL REPORT FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

President Heekin, Chairman Bond, of the Legislative Committee and other officers of the Flavoring Extract Manufacturers' Association of the United States have again been busy in the last month in looking out for the interests of the members of the association in various directions.

Hurry calls have been sent out to defeat some bad bills. One in Mississippi, Senate 53, by Mr. Stockstill, would prevent the sale of flavoring extracts except by registered pharmacists, except five miles outside of any city or town's corporates limits. At last accounts the bill had been reported favorably in the Senate.

In Massachusetts House Bill 748 requires the labeling of all packaged foods with the date of packing.

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Circular 127 was sent out, giving the text of the new Regulations on Beverage Tax and other matters. The regulations were summarized in advance in our last issue and need not be repeated as the circular gives the detailed phraseology.

The circular also announces that Chairman Bond, in behalf of others interested, and Attorney Hickey, went to Washington last month and obtained a ruling that no tax would be imposed on concentrated soda fountain syrups. This ruling follows:

"Gentlemen: Replying to your communication of January 17, 1922, and in connection with the conferences held on this subject in this office on January 17 and 18 concerning the question of tax under Section 602, Subdivision (e) of the Revenue Act of 1921 on concentrated syrups:

"In view of the facts submitted by you this office takes the position that concentrated syrups, that is, the products that are ordinarily diluted with from three to six parts of simple syrup and to which are added in most instances acids of coloring matter in order to make a finished product.

are not subject to tax under Subdivision (e), Section 602.

"This ruling applies to crushed fruits and jams, jellies, etc., which are sold for use in connection with the production of costs deight, crushes etc.

"Proper instructions will immediately be issued to all internal revenue collectors in this matter. Respectfully,

"A. C. Holdon, Acting Deputy Commissioner." EFFECTIVE DATE OF T. D. 3253 POSTPONED

Referring to circular under date of December 20, 1921, it is stated that efforts are being made to secure a modification of T. D. 3253, which requires the permit serial number to appear upon products containing alcohol when such products are made up under the private labels of persons other than the manufacturer. The effective date of this labeling provision of the above Treasury Decision was postponed to February 15, 1922, and has again been postponed until March 15. Therefore no attention need be given to this matter until March 15, and in the meantime if any modification of the requirement is obtained the members will be notified.

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of much value, in the advertising pages.

SODA WATER FLAVORS MANUFACTURERS

Harry Whittle, of Philadelphia, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have kept up their activities during the last month in looking out for the interests of the association and of members. Secretary Hickey has collected information about the bills introduced in the legislatures and other subjects, and has transmitted the same to the members with recommendations for their action. He also has sent to the members the text of the new Regulations on the Beverage Tax. A complete advance summary of the regulations was printed in our last issue. Mr. Hickey gives thanks to Mr. Whittle, Mr. Bond and others who aided in getting a ruling at Washington that concentrated syrups are not subject to tax, reference to which is made elsewhere in this department.

Hair Tonic and Flavorings Convictions Stand

The United States Supreme Court has denied the petition for a writ of certiorari submitted by a group of firms claiming to be hair tonic and flavoring extract manufacturers in New York. This means that the court refused to review their cases, which involved conviction of violating the Lever food control act and the war-time prohibition law and consequent fines aggregating \$85,000, besides imprisonment.

The convictions stand as to Henry F. Maresco, Giovanni Rubino, Charles DeAngelia, Gramaton Co., Inc., and Herbs Products Co., who had contended that the Lever act was unconstitutional and that provisions of the war-time prohibition act were inconsistent with the national prohibition law and other federal statutes. Defendants had further denied their guilt, arguing that the sales held against them were of high proof non-potable alcohol unfit for beverage purposes, and that they should not be held responsible for the acts of purchasers from them in mixing this alcohol with other substances and reselling it for beverage use.

Favors Coffee as a National Flavor

Coffee is or should be the national flavor as well as the national drink, according to an ingenous argument of a New England manufacturer of coffee flavor. In a little booklet which has been issued, it is pointed out that New Englanders consume as much coffee ice cream and coffee soda water as they do vanilla ice cream and soda water. This is thought to be ample evidence that a similar great demand may be created in other sections of the country, if a good coffee flavoring is used. No reason is given for the apparent increasing popularity of the coffee flavor; but the statistics included in the booklet bear out the contention of the company, which incidentally, also manufactures vanilla flavors.

Flavoring Extract Drawback

The Treasury Department has announced the allowance of drawback on flavoring extract manufactured by the Crescent City Carbonate Company of New Orleans, La., with the use of domestic tax paid alcohol.

PURE FOOD AND DRUG NOTES

In this section will be found all matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc.

FEDERAL

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Notices of judgment, issued under the Federal Food and Drugs Act, Nos. 9,651 to 9,750, contain two olive oil items, one a condemnation and sale for misbranding and the other a fine of \$50 for adulteration and misbranding. Two other items of interest to our readers follow:

items of interest to our readers follow:
9673. Misbranding of lemon flavor and extract, wintergreen flavor, and peppermint flavor and adulteration and misbranding of peppermint extract and headache migraine tablets. U. S. * * * v. a Corporation. Plea of guilty, Fine, \$98.

9691. Adulteration and misbranding of saccharin U. S. * * * v. 2 Cans, 10 Pounds Each, and 14 Cans, 1 Pound Each, of Soluble Saccharin. Default decree of condemnation, forfeiture, and destruction.

NEW SOFT DRINK TAX REGULATIONS

"Regulations 52, Revised December, 1921, Relating to the Tax on Beverages and the Constituent Parts Thereof under Section 602 of the Revenue Act of 1921" is the title of the new soft drink tax regulations issued on January 23, by the Internal Revenue Bureau. These regulations were summarized in advance in our last issue and are too long to reprint in full. Persons interested can obtain copies from their local Internal Revenue Collector.

STATE

Pennsylvania

Commissioner Foust reports that the agents of the Pennsylvania Bureau of Foods purchased during the year 1920 the largest number of samples of non-alcoholic drinks in the history of the bureau. One thousand two hundred and eighty-four samples were secured and analyzed. Of this number 283 samples were found to be violative of law and prosecutions to that number were terminated. Almost 95 per cent of these prosecutions was found to be for the use of saccharin as a substitute for sugar.

BARBERS, MANICURES AND HAIRDRESSERS TO BE LICENSED IN NEW YORK

Beauty cultivators, manicures, barbers and hair-dressers will be compelled to take out permits from the New York City Health Department hereafter and to comply with drastic regulations, it was announced February 11 by Frank J. Monaghan, Deputy Health Commissioner.

Beauty shops are regulated in minute detail. Not more than one client may be painted, stencilled, enamelled or etched by the same set of appliances. The beauty shop artists who paint portraits on faces are compelled to wear a prescribed uniform and to comply with many other regulations. Each set of apparatus by which a complexion is assembled or taken down may be used but once and then discarded.

"This is the first time," said Dr. Monaghan, "that such a radical step has been taken by the Health Department of any city. The opportunities for transmitting diseases by the instruments used in barber shops and similar establishments is recognized in the medical profession as a subject that requires official supervision by the public health authorities.

"All brushes, combs, razors, clippers, scissors and all

massage and scalp appliances must be thoroughly cleaned and sterilized after each separate use. Individual towels must be provided for each customer, and when these towels are laundered they should be washed in water of at least 200 degrees temperature. Head rests of all reclining chairs must be covered with a clean towel or clean paper. Stick astringents, powder puffs, sponges and neck dusters are prohibited. One piece of soap must not be used for more than one person and individual finger bowls and shaving cups must be provided."

Chief Inspector Walsh said that a reasonable time would be given to proprietors of these places to make application for permits, and that before a permit was granted the department would make a thorough investigation. He said that in some instances it had been found that some of the largest barber shops in the city were not complying with the present regulations.

There are twenty specific regulations and they are based on Section 335 of the New York City Sanitary Code, which was amended for the purpose outlined in the regulations. Horsehair shaving brushes are prohibited absolutely in another edict of the New York City Health Board.

TESTERS' ACUTE DISCRIMINATION

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But for the acute power of discrimination developed by certain individuals, the perfumery and toilet preparation industries, the tea and coffee industries, the tobacco industry and the musical instrument industries could not be carried on. Ever since the year 1919 B. P. the professional taster has had his activities limited largely to tea and coffee. But despite this the professional taster is the hub in the wheel of the great coffee industry; and all sales are based on his identification of numerous grades. In the same way the tea taster, by moistening his mouth with a few drops of a brew, can fell the exact grade of a tea sample. Day after day and year after year this especially gifted individual can keep this up without making a mistake.

In a similar way by exercising a finely developed sense of feeling in the hands, tobacco is graded and the services of the tobacco grader are indispensable to the brokers who deal in it. To a limited extent the sense of smell is also used in grading tobacco.

The tester for a phonograph and most musical instruments must have a particularly acute sense of hearing so that he can tell almost instantly by listening to a record if a phonograph is adjusted, or if some slight slip up has been made in the manufacture of a musical instrument.

For testing the freshness of eggs which are sold in enormous quantities the finely developed sense of sight is essential. The egg tester is able to tell by a minute inspection through the shell of an egg whether or not it is perfectly fresh.

The most exacting task for any kind of tester who must use his senses is that in the perfume laboratory. The only way in which a perfume can be graded is by smelling it. But for the sensitive discrimination of the perfume tester the enormous perfume and toilet preparations business could not have been built up. There are many different grades of perfume and except for the power of analysis developed by perfume testers it would be practically impossible to properly assort them. Of all the senses which are vital adjuncts in modern manufacturing, the sense of smell is considered to be the most difficult to develop. Generally this gift of nature is the most feeble of all the senses in individuals; and in the perfumery industry it must be of the keenest development. The man who can tell within a few seconds by a sniff or two whether a perfume is of the right scent to win favor on the market rightly belongs in the class of artists; and his vocation is distinctly a profession.



George Lueders & Co., New York, advise us that they have established new connections in Grasse for the supply of floral products and will soon give out particulars.

Lautier Fils, Grasse, France, whose interests were looked after in this country for so many years by George Lueders & Co., New York, have established their own American branch and on March 1 will be ready to receive their friends at New York headquarters, 47 Cliff street.

This move is in harmony with the recent policy of the firm to establish its own branches, and they have sent to the United States as American manager, Mr. Camille Bourguet, D. Sc., who was manager of the London branch for

several years. Mr. Bourguet is a chemist of excellent training and experience, having been graduated from the Polytechnic Institute of Zurich, and his education was supplemented by several years in the laboratories of his firm in Grasse. Mr. Bourguet in a recent interview with us said in part:

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"We have quite a number of interesting products to offer, and in addition to floral essences, we manufacture a great variety of terpeneless oils, resinoids, oils



CAMILLE BOURGUET

distilled over flowers, etc.; orris concrete; fixatives and similar extractions from gums, mosses, etc. An important branch of the firm's business is the manufacture of synthetics in special buildings devoted entirely to this work.

"A review of the economic situation in England made just before my departure has convinced me that conditions are improving, particularly in the soap-making industry, and from reports that come to me, I feel that the situation here is much the same, as stocks of raw materials in the hands of consumers must be near the replenishing point.

"The Messrs. Morel, of Lautier Fils, extend to all our friends in this country a cordial invitation to visit the firm's plants in Grasse. We also have a factory in Beyrouth, Syria, for the manufacture of rose and cassie products, and our own plantation of lavender at St. Andre (Basses Alpes), and a number of lavender stills in other sections of the lavender producing region."

Mr. Bourguet arrived in the United States on Feb. 3, on the Aquitania, and looks forward with keen interest to becoming an American business man.

This is not Mr. Bourguet's first contact with American life as during the war he was assigned by the French Army

officials to the 17th Army Corps of the American Expeditionary Force and served as interpreter for Col. Goodfellow, of the 40th Infantry Regiment.

R. H. Bond the genial salesmanager of McCormick & Co., Baltimore, Md., dropped in to see us recently with the firm's New York manager, Mr. D. S. Green, whose offices are at 100 Hudson street, New York City.

Beginning with this issue the usual insert of Morana, Inc., which appears between advertising pages 16 and 17 has been increased to six pages at which size it will continue until the further growth of the business makes necessary the use of larger space. The increase in the size of the insert is due to the addition of an imported bottle department. As was reported in the last issue Morana, Inc., have secured the exclusive American agency of C. & J. Viard & R. Mouquet, glass bottle designers and manufacturers of Montreuil (Seine) France. This insert is another example of a sagacious advertiser recognizing the value of this kind of display which gives prominence to his own products and incidentally livens up the advertising section as a whole; and, we are told, stimulates the interest of the casual reader in the contents of the entire journal.

The striking insert in colors of the T. C. Wheaton Co., Millville, N. J., which appears between advertising pages 40 and 41 of this issue calls attention to Dipit, a new capping material for sealing and decorating cork or glass stoppered bottles. Dipit is furnished in liquid form in nine different colors; and the effects that may be secured by using each color on various types of bottles is shown in an ingenious way. Thus, on the obverse side of the insert eight different styles of bottle tops in full size and one bottle, full size, made by the company are shown against a gray background which serves to set off the bottle tops to advantage. Each bottle top is shown treated with one of the colors of Dipit. At the top, silver, orange and white colors are shown and at the bottom red, green and bronze colors are shown. In the center, the full sized bottle is shown treated with transparent Dipit. This arrangement makes it possible to make a ready comparison with any of the eight bottle tops about it; and also, serves to bring into contrast the effects secured by the black and the blue treated bottle tops on each side. On the reverse side of the insert a full sized fourounce toilet water bottle made by the company is shown.

The insert represents work of the Service Department of this journal,

Percy Magnus, president of Magnus, Mabee & Reynard, essential oils, New York, returned recently from a week's trip to Montreal and other Canadian points.

Robert Gair Co., New York, initiate in this issue a series of advertisements dealing with their package merchandising service. The first announcement appears on page 62.

The Robert Gair Co. have an immense organization and devote their diligent attention to the package needs of manufacturers in all lines of industry.

George M. O'Neil recently was elected to the presidency of the Tin Decorating Co. of Baltimore. Mr. O'Neil's promotion was made after two years of service as sales manager and vice-president of the Tindeco organization. It is generally believed that Mr. O'Neil's elevation is due to the substantial growth and expansion of the business in the last two years, which has been attributed in a large measure to his vigorous administration of the sales end of the company's affairs.

Previous to his association with that company, Mr. O'Neil was for several years secretary and treasurer of Collier's and at an earlier date was associated with the publishers of Town and Country.

"Edith Charlotte Uhe, February 4, 1922," is the interesting card sent out by Mr. and Mrs. George Uhe. Mr. Uhe is an essential oil broker of this city.

Attention is called to the attractively printed insert, of the Inyo Talc Co., Los Angeles, Cal. which appears between advertising pages 32 and 33 of this issue. The company is preparing an entire new series of interesting inserts which will appear through the year in the pages of this journal. It is planned to have the first insert of the new series appear in the March issue.

Northam Warren, head of the New York corporation that bears his name, will sail on February 28, on the Aquitania, and will be abroad about six weeks.

Mr. Warren has made "Cutex" a household name for manicure specialties.

At an annual meeting of the stockholders of George Lueders & Co., 427 Washington street, New York, Feb. 15, Mr. Paul A. Ehrig was elected a member of the board of directors, and assistant secretary.

William A. Winter, associated with the Scientific Utilities. Inc., 18 East 16th street, New York, returned February 12 on the George Washington from a two months' business trip in Germany, France and Austria. Mr. Winter visited forty different manufacturers, chiefly in Germany, and concluded arrangements for the entire output of three factories manufacturing striped perfume vials such as are illustrated in the company's insert between advertising pages 72 and 73 of this issue. In addition Mr. Winter reports that he was able to secure exclusive sales rights in this country for several new novelties in perfumery glassware such as two-cornered vials, gold and silver striped vials, atomizers, and cut-glass perfume bottles as well as novelties in genuine porcélain jars in various shapes for the cosmetic trade. Sales rights for filling machinery and electric perfume burners, as well as for chemical glassware, were also obtained. The new specialties in perfumery glassware and jars for the cosmetic trade will be described and illustrated in the company's advertisements in forthcoming issues of this journal.

Mr. Winter, who studied for twelve years in Germany, including four years of work at the University of Berlin, and who has visited the country many times, states that the last trip was the most exciting. On account of railroad strikes he was compelled to spend four days and three nights in an open sleigh on the journey from Berlin to Thueringer Woods; and on the return trip he had to change cars seven times in one night. At the French border customs clerks subjected him to a rigid examination and carved to pieces a stick of Williams' shaving soap which Mr. Winter carried suspecting that he had concealed diamonds in it.

Morana, Incorporated, New York, have placed their Canadian agency for their own products and for their European sources of supply with the Canadian Essential Oils, Limited of Toronto, a new Canadian corporation just incorporated to manufacture and deal in raw materials for perfumers and flavoring extract manufacturers. John R. Ferrell, for many years with R. S. McIndoe of Toronto, is manager of the new company, and John U. Woolley is secretary.

The second colored insert advertisement of The Rossville Co., Lawrenceburg, Ind., distillers of alcohol, appears in this issue between pages 56 and 57. This interesting series is linked up with the company's campaign to push the sales of its grain alcohol *specially denatured and undenatured Mr. E. A. O'Shaughnessy, Vice President, is very active on the outside, while his brother, Mr. Victor O'Shaughnessy, President of the company, devotes attention to manufactur-

ing and finance.

Julian W. Lyon & Co., the growing essential oil house, 35 Fulton Street, New York, have expanded their advertising to occupy a four-page insert which appears in this issue between pages 48 and 49. It is printed on gray paper, the tone of which affords an excellent set-off for the beautifully colored insert of Polak & Schwarz, Zaandam-Hilversum, Holland, whom the Lyon firm represent in this country and Canada.

The conviction and sentence of Thomas Ellett Hodgskin, a Brooklyn lawyer, and George Simon of the Heyden Chemical Co. for conspiracy to defraud the United States was confirmed January 18 by the Circuit Court of Appeals. Hodgskin was sentenced to two years in the Atlanta penitertary and Simon was fined \$20,000. They were indicted for failing to transmit to the Alien Property Custodian a list of the stockholders of the Heyden Chemical Co., who were believed to be enemy aliens, the amount of stock owned by these persons and the amount of the indebtedness of the company to a German corporation. About \$500,000 worth of property was involved.

Rub-No-More Co., Fort Wayne, Ind., stearic acid, soaps and soap powders, will begin the construction of a new modern boiler plant about March 1, at a cost of \$50,000. This step involves the installation of two of the largest individual boilers in Indiana and will prove an important addition to the equipment of this progressive concern.

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Recent capital increase: Tine Tura Laboratories, Brooklyn Borough, New York City, \$10,000 to \$30,000.

PROMINENT NEW YORK ESSENTIAL OIL HOUSE ENLARGES ITS SCOPE



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CARL L. VIETOR



H. H. HERSCHMANN



FRANK Z. WOODS

Rockhill & Vietor, established in John Street in 1884 by the late Clayton Rockhill and now at 22 Cliff street, will move to new quarters in the near future, combining the olive oil department with its other branches now at 62 Grand street.

The consolidation and enlargement of this business has become imperative and far reaching plans have been made for the further growth of the business.

In 1909 Mr. Carl L. Vietor joined the firm and in 1919 Mr. H. H. Herschmann was admitted as a partner, after having been associated with the firm in an executive capac-

ity since 1914. Mr. George F. Vietor, Jr., brother of Mr Carl L. Vietor, was admitted in 1920.

The latest addition to the firm's membership, as a special partner, is Mr. Frank Z. Woods of Chicago, who has been associated with the firm as manager of the Chicago branch for fifteen years and who will assist in the management of the New York end of the business, spending part of his time here and part in Chicago.

Mr. George F. Vietor, Jr., will sail for France with his family in March and expects to be gone about a year, looking after the firm's foreign interests.

HOW THE MOVIES STORMED AND FAILED TO CAPTURE HENDERSON

POST NEIGHBORHOOD MOVIE NO. 134—HENDERSON LITHO, CO., NORWOOD. TITLE: "PUT" AND "TAKE" AND THE "HOT DOG."—PRODUCER CLAUDE SHAFER



The Post's movie operator will give one of these shows daily. He will be at Fount in an next. Maybe you will be in the picture

Minto L. Henderson, president of the Henderson Lithographing Co., Norwood, Cincinnati, Ohio, has made things altogether pleasant and happy for his workers and at some of the many reunions of the employes moving pictures are displayed. The camera fiend of the Cincinnati Post was not content to let it go at that, but pulled off the cartoon given above, which cost the Post a lot of Henderson subscribers temporarily, for the cartoonist used their names as running away from the plant to see the show. Everybody in Norwood and the rest of Cincinnati knows that no Henderson employe would be guilty of such a trick, however much they might enjoy movies after business hours, and some of them are more interested in designing and devising new whims in their profession than they are in watching the motions on the screens. But a cartoon means only

that the subject is worth while and the big building was not affected materially by the noon-hour exit.

A. E. Hosking, of the Wallin-Hosking Corporation, New York, states that he has not been engaged as sales manager for the Herman Chemical Co., Brooklyn, N. Y., as was reported to us and published in our January issue. Mr. Hosking says that negotiations then pending were not consummated, but he is interested in the company's sales activities.

Sopono Laboratories have been established at 165 Jessie street, San Francisco, by Fred S. Hess and J. K. Toles for the manufacture of vegetable cream soaps for toilet and household use.

The engagement of François Goby, son of Mr. Xavier Goby of Tombarel Freres, Grasse, France, and Mme. Pons of Avignon, France, has been announced.

R. A. Carmichael, formerly of the Pepsodent Co., Chicago, who joined the executive staff of the Lambert Pharmacal Co., St. Louis, on Jan. 1, as announced in our last issue, ran into a very busy experience right at the start, for as assistant to the general manager and in the absence of the sales manager, he necessarily had to take charge of the salesmen's convention, which lasted for a week. This convention is an important feature of the

Lambert program.

Mr. Carmichael's career is worth while noting. It shows what energy, attention to business and always endeavoring to do something just a little bit better than it has been done may accomplish for any and perhaps many of our younger readers who will use their natural intelligence to advance themselves. Mr. Carmichael began in the retail drug business and followed it for nearly twenty years. He worked up and in 1906 owned two drug stores in Detroit. Three years later he sold these pharmacies and formed the R. A. Carmichael Co., manufacturing a complete line of toilet preparations. The company prospered until the war intervened, when the new company found difficulty in getting material and in taking care of the slack in finances, which bothered older firms as well. Liquidation was the natural outcome. Mr. Carmichael then became associated with the Pepsodent Co. as general manager. That was four years ago. It was small then, but through definite and aggressive advertising methods it was advanced to the second largest tooth paste making firm in the world. Now Mr. Carmichael is with the Lambert Pharmacal Co. and faces new opportunities.

Branscombe Chemical Co., New York City, has appointed Louis Markowitz manager of its branch office at 66 Hanover street, Boston. He will have full charge of the business in that territory.

The Branscombe company has been appointed sales agent for the Just Soap Mfg. Co., of Kearney, N. J. An extensive campaign is planned to establish the products of the Just company throughout the country. In carrying out this purpose, Frank H. Lowenfels, Ch.E., of the Branscombe firm, is acting as consulting chemist of the Just company.

Following its general policy, the Branscombe Chemical Co. gave a theater party to its employes February 11.

Philadelphia has a vegetable oil firm that has just finished its first century. The strictly cash policy laid down by Bertram Douredoure when he founded Douredoure & Douredoure is carried on today by his son Atlee Douredoure. During its entire life the company practically has been housed close to its present location and it has been in the control of only two generations of one family, the founder and his son. According to Richard Spillane, the financial writer, the firm has never known financial trouble. It has done a business which averages \$1,000,000 a year. It has dealt with Colgate & Co., Procter & Gamble, Fels & Co. and B. T. Babbitt for many years. It dealt with William Procter, Sr., when his buying power was limited to one barrel of oil and with Fels & Co. when that concern's single purchase was one barrel of tallow. It opened a bank account with the Fourth Street National Bank when the bank started, and it has remained with it ever since.

Bertram Douredoure, the founder, was the youngest of four children who lived to be 98, 97, 94 and 87 years, respectively. He was the father of fourteen children, of whom Atlee Douredoure, present head, was the youngest. Atlee Douredoure gets his first name from Dr. Washington Atlee whose father was a companion of George Washington.

The office of the firm is a combination of the past and the present. It is back of the warehouse at 227 South Front street, Philadelphia. The desks are of a period now past. The crayon portrait of Bertram Douredoure is old. But the old blends with the new; for gas light is offset by electric light, typewriters and automatic telephones.

It has been officially announced that the Sanitol Chemical Laboratory Co., St. Louis, manufacturers of Sanitol and Frivole toilet preparations, has been sold to William R. Warner & Co., Inc., the purchasers taking over all the assets of the company, including real estate, merchandise, accounts receivable, trade marks, copyrights, good will, etc., and paying \$425,000 cash. This money will be used in part by the Sanitol Chemical Laboratory Co. to pay off existing indebtedness. The balance remaining will be distributed pro rata among the stockholders.

In view of the difficulties through which the Sanitol Chemical Laboratory Company has passed during the depression, the sale is said to be a very favorable one and the stockholders are being congratulated upon the successful efforts on the part of their officers in disposing of the

business so satisfactorily.

The merchandising and selling policies have not been fully decided by the management of William R. Warner & Co. An extensive and continuous national advertising campaign is being seriously considered and very likely will be approved. Also the intention is to have a corps of salesmen selling Sanitol preparations exclusively. Mr. A. T. Risley has been appointed Sales Manager.

All the policies of the Sanitol Chemical Laboratory Co. are being carefully reviewed. These will be stabilized, standardized, and brought in harmony with modern mer-

chandising methods.

Undoubtedly, the passing of the Sanitol Chemical Laboratory Co. to the control of William R. Warner & Co., Inc., will instill a feeling of confidence and security in the Sanitol line on the part of both the jobbing and retail drug trade.

William R. Warner & Co. feel they have been fortunate in acquiring this well known, established and valuable trade mark. Sanitol preparations have distribution and sale in all sections of the United States and in many foreign

The headquarters of the home office will be transferred from the Sanitol plant to the laboratories of William R. Warner & Co. at 404 South Fourth street, where the Warner Company own an entire block containing over 350,000 square feet, or approximately eight acres of floor

Robert E. Spline has been appointed salesmanager for the Pepsodent Co., Chicago, Ill. He has been in charge of the dental promotion department of the company for the past two years.

On the reverse side of its attractive insert which appears between advertising pages 104 and 105 of this issue The Stanley Manufacturing Co., Dayton, Ohio, describes the Stanley labeler which is built to the customer's order and leased. The labeler, it is claimed, results in considerable saving in the cost of attaching Stanley gummed metal seals; and an interchangeable feature is provided so that one machine may be used to label bottles, boxes and jars of any size or shape.

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The purchase of a going business is sought by an advertiser who defines his desires in a full page announcement on advertising page 93 of this issue. Those interested are invited to write to "Buyer," in care of this journal through their banks, if desired, to insure secrecy.

John A. Holmes, assistant to Miss Mary R. Cass, manager of F. N. Burt Co., Ltd., Rochester, N. Y., has been

JOHN A. HOLMES

appointed manager of sales of the new Paper Cup Division of the company.

As assistant to Miss Cass, Mr. Holmes' duties were numerous and exacting; and he fulfilled these so well that the management decided to entrust to him the development of the new division of the company. Although he has only been working a few weeks in his new capacity, it is reported, he has already se-

cured a considerable amount of business. With reference to his promotion, Burt's Box Bulletin says:

"Mr. Holmes is a man of strong personality, initiative and energy. He has been entrusted with many responsibilities and duties in his sixteen years of service with the company and has always discharged his obligations with credit to himself and to the company. As editor of our monthly paper he added not only quantity but quality to the paper and it has been appreciated and read by our employes and a host of customers and friends on our mailing list." Due to the demands on his time in his new position, Mr. Holmes has given up the direction of the company house organ. Mr. Holmes has won many friends among the Burt clientele and all will join in wishing him the utmost measure of success in his new position.

Loesser Mfg. Co., Montclair, N. J., who have been here-tofore exclusively engaged in the manufacture of metal boxes for rouge and powder compacts, etc., have established a new department to which they will give their principal attention hereafter. They have begun the manufacture of Domino brand rouge and powder compacts, powder puffs, creams, talcums, etc., and will continue to manufacture metal boxes for their own consumption.

W. E. Swindell of Swindell Bros., Baltimore, bottle manufacturers, who has charge of the New York City office at 200 Fifth Avenue, recently returned from his annual shooting expedition to Pope's Island Club, Chincoteague Bay, near Cape Charles, Md. He was accompanied by Walter E. Swindell, Jr. and the party had a lively experience in a snow storm.

In two days' shooting they bagged 140 ducks, which rates them as very good gunners.

Mark W. Allen & Co., Detroit, Mich., have purchased the Acme Chemical Co. of Detroit and will continue making Acme massage cream and other Acme products, which for twenty-one years have been manufactured by the latter company.

The firm of Mark W. Allen & Co. was founded in 1866 by the father of Mark W. Allen, present head of the corporation of the same name. Mrs. R. W. Allen's hair, scalp and toilet specialties were manufactured particularly for



NEW BUILDING OF MARK W. ALLEN & Co., DETROIT, MICH.

the hairdressing trade. In 1898 the firm of Mark W, Allen & Co. was incorporated. Following this the business grew steadily. In 1902 an addition was made to the Michigan avenue laboratory where massage and other creams for the barber supply trade were manufactured.

The company now is located in its new and enlarged laboratory at 2109-2119 Second avenue, Detroit, shown in the accompanying illustration. This laboratory has 25,000 square feet of floor space, and it is completely equipped with labor saving machinery. The company reports increasing business in the department for the preparation of private formulæ and larger sales of its special lines of toilet articles for department stores and other distributors.

Ozonated Beverage Corp., manufacturer of flavoring extracts, 487 Broadway, New York, filed schedules in bankruptcy January 24, listing liabilities of \$62,460 and assets of \$21,500; accounts, \$13,000; stock and fixtures, \$6,500, and cash, \$2,000. Principal creditors are Estate of D. L. Herman, \$14,931; Isaac Hopper Sons Co., \$10,742; Columbia Bank, \$3,000, and Ansonia Copper and Iron Works, \$1,836, secured.

Mr. and Mrs. Georges Chiris, who have been visiting this country for a month or so, returned to France on the *Paris* January 13.

At the annual meeting of the stockholders of Monsanto Chemical Works, St. Louis, on January 16 the following directors were elected: John F. Queeny, Gaston DuBois, Edgar M. Queeny, Theodore Rassieur, H. O. McDonough, Jos. D. Lumaghi, John R. Goodall. Later they elected these officers to serve during the ensuing year: John F. Queeny, chairman of the board; Gaston DuBois, president; H. O. McDonough, vice-president; W. R. Phemister, treasurer; Edgar M. Queeny, secretary; C. A. Zacher, assistant secretary.

F. M. Bauer, vice-president of Pfaltz & Bauer, Inc., New York, was a recent visitor at San Francisco.

Favorite Míg. Co., vanilla beans, essential oils and flavoring extracts. Philadelphia, Pa., on account of the Delaware River Bridge, has been compelled to move from North Front street to new quarters at 230 Church street.

Federal Cocoanut Refining Co., Brooklyn, N. Y., has changed its name to United Vegetable Oil Refiners.

Vivaudou, New York and London, recently had a whole page advertisement in the Saturday Graphic of the New York *Evening Post* the chief feature of which was a panel of a dainty girl holding a container of Mavis tale.

The second annual dinner and dance of the employes of Fritzsche Brothers, Inc., New York, was held at the Bossert Hotel, Brooklyn, on the evening of January 21. About 100 were present and the affair was such a complete success that in future it is to be an annual event.

F. E. Watermeyer, president; F. H. Leonhardt, vice-president; Julius Koehler, secretary, and W. A. R. Welcke, treasurer, the officers of the corporation, were guests of honor. Julius Koehler acted as toastmaster. A poementitled "Salutations," contributed by Mrs. R. R. Redans, was read at the opening of the entertainment by Mr. Koehler. Miss Marion F. Martin, soprano, and John McNamara, tenor, rendered vocal selections. They were accompanied on the piano by Miss J. Adelmann. Miss Adelmann also favored the gathering with a solo selection from "Rigoletto." Miss C. Schneider, W. C. Barnes, Miss F. Schneider and Mrs. J. Higgins rendered vocal and instrumental selections.

Procter & Gamble Co. has declared the usual quarterly dividend of 5 per cent on the common stock, payable February 15 to stock of record January 25.

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Monsanto Chemical Works, St. Louis, through its counsel, has notified the Bayer Co., Inc., New York, that it will hold the latter concern responsible in court for any damages resulting from a Bayer circular disputing the right of the Monsanto concern to use the word "aspirin." This is a new phase of an old controversy. Counsel for Monsanto cites a Federal court decision as justifying the use of the word since the Hoffman patent expired in 1917.

Joseph Inwald Glass Co., Berthold Lechner, President, 295 Fifth Avenue, New York, have begun the advertising with us of cut and polished perfume bottles, manufactured by Joh. Umann, Tiefenbach, Czecho-Slovakia. The foreign house was established in 1860 and has been engaged in the manufacture of ware of this kind ever since. They have about eight hundred employees, and in addition to perfume bottles they manufacture cut and polished glass specialties of various kinds.

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The New York corporation which was established in 1909, represents also Joseph Inwald Corporation, manufacturers of cut and pressed glass specialties, which owns plants in Czecho-Slovakia and Austria. They are said to employ

between 4000 and 5000 persons.

Christian Bros. Soap Co., Albany, N. Y., has just completed a fine new three-story addition to its plant. At the last meeting these officers were elected: Jos. Grober, president and general manager; Wm. C. Schopman, first vice-president; Jos. Nicklas, treasurer; W. P. Andre, secretary; Harold E. Hallenbeck, director.

E. L. Pierce, president of the Solvay Process Co., Syracuse, has resigned, and E. D. Winkworth, president of the Semet-Solvay Co., has been elected to succeed him. Mr. Winkworth also held the position of executive vice-president of the company of which he is now president. He entered the employ of the company about thirty years ago as a messenger. Mr. Winkworth is also president of Solvay Bank, Bellevue Country Club, West Side Citizens' Club, director of First Trust and Deposit Company, first vice-president of the Chamber of Commerce, vice-president of Onondaga Council, Boy Scouts of America; executive committeeman of the County Republican Club and director of the Y. M. C. A. and Rotary Club, all of Syracuse.

Mr. Pierce has also resigned his position as vice-president and director of the Allied Chemical and Dye Corporation. It was said by officials of the Solvay office

that no other changes are expected.

The Flower Fields of France and the Organic Chemist formed the subject of an interesting lecture by Prof. Marston T. Bogert at Columbia University February 18. The lecture was illustrated with lantern slides, practical demonstrations and a display of natural and synthetic perfume materials all of which were loaned by the following: Antoine Chiris Co., Synfleur Scientific Laboratories, Inc., George Lueders & Co., Delphi Products, Inc., Morana, Inc., Fritzsche Brothers, Fries & Fries Co. and Dodge & Olcott Co. Prof. Bogert described the various processes used to obtain the essential oil of flowers and gave a brief sketch of the history of perfumery. The lecture was given under the auspices of the Institute of Arts and Sciences.

Prof. John Uri Lloyd, of Cincinnati, has completed the first volume of the History of Pharmacopœial Drugs, which he is writing for the American Drug Manufacturers Association, and it is now ready for distribution.

C. F. Michaels, president of Langley & Michaels, San Francisco, has purchased the country estate of Oakleigh, Cal., one of the show places of San Mateo county. A. H. Wirz, Inc., Chester, Pa., whose very impressive advertisement on the back cover, and page 11 is so familiar to the trade, have established a New York office at 111 Broadway, Room 812, telephone number Rector 0905.

Mr. S. H. Corkran of the sales staff will spend several days each week in New York, and Mr. A. Herman Wirz, President of the company, also plans to be in New York frequently and will make his headquarters at the New York office.

The Dennison Manufacturing Co., Framingham, Mass. publish again in this issue a two-page advertisement in color, between pages 96 and 97, illustrating paper boxes in various designs, of their manufacture.

The popularity of this style of advertising is no better exemplified than in this instance, for the Dennison Co. has succeeded in creating an atmosphere around its announcement that will not fail to impress all readers.

The Tin Decorating Co. of Baltimore has made two interesting announcements regarding its staff. Mr. L. F.



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L. F. BOYLES

Boyles, whose genial visage is hereto annexed, is now a member of the sales staff of Tindeco special design products department and will devote his entire time and exclusive attention to sales promotion in the New York territory.

Mr. Boyles' experience during the last twelve years in selling and direct sales advertising unusually equips him to serve the requirements of the trade for decorated metal containers, metal signs and other

similar products made by the Tin Decorating Co., Baltimore. J. Robert McConnell recently has taken two new steps, one, onto the "sales staff" of Tindeco and the other, into matrimony. He was formerly connected with the Carr-Lowry Glass Works of Westport, Md., and entered the service of the Tin Decorating Co. on March 17, 1921, as stenographer to the sales manager. His ability soon was recognized and he was promoted on November 1, to the sales staff of the Tindecos, his territory covering Baltimore, Washington and part of Virginia. Mr. McConnell's pleasant personality and broad vision have won him admiration by his many friends and associates, and they feel sure he will succeed in his new undertakings.

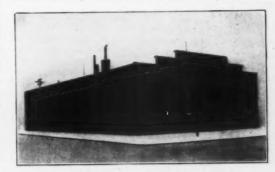
Roger W. Babson, the noted economic and statistical expert, who is a frequent and valued contributor to our pages, is going to build a small city in Wellesley, Mass., and plans to make it the statistical capital of the United States. He has bought 220 acres of land for the site and starts work this Spring on two buildings, the first of the group that will eventually contribute toward making it the Mecca where the industrial powers of the nation will gather and work for the betterment of the nation. The Babson Institute, under which the work will be done, is already in existence, and has an endowment fund of \$250,000 as a start, which fund Mr. Babson hopes to increase to \$1,000,000 soon.

Innis, Speiden & Co., New York, general selling agents for Pacific Coast Tale Co., Los Angeles, Cal., invite special attention to the advertisement on page 56 of this issue, which is the first of a series of interesting talks on chemical and physical characteristics of tale. They will devote themselves most largely to tale that is best suited to toilet preparations.

The Pacific Coast Tale Co, has its mines at Silver Lake, Cal., where Mr. George Ames is resident manager. Mr. Ames reports that they have gone down deeper into the mines, and he says that the size of the vein increases as the operations are carried further. There is evidently an ample supply for all purposes for many years.

H. L. Heiter, 200 Fifth avenue, New York, has favored us with a photo of his factory in Irvington, N. J., which he established there about two years ago. Mr. Heiter has been engaged in the sale of metal boxes since 1917, at which time, he says, he introduced the use of metal boxes as containers for rouge and powder compacts.

The tremendous growth in the use of these containers is familiar to everyone in the industry, and demonstrates how



H. L. HEITER'S FACTORY, IRVINGTON, N. J.

toilet preparations can be popularized through the use of suitable containers.

We are advised that Mr. Heiter's factory is equipped to manufacture any design of metal box for the industry, including slip and hinged covers, with or without locks or mirrors, with the popular watch-case hinge, etc.

Mr. Heiter is a man of very pleasing personality, and has built up a large circle of friends in the trade.

H. A. Metz & Co., Inc., New York, announce that they moved their Providence office from 23 South Main street to the Turk's Head Building on February 1.

G. S. Phelps, general purchasing agent of Spencer Kellogg & Sons, Inc., has returned to Buffalo from a business trip in the Philippines.

Parke, Davis & Co., wholesale druggists, Detroit, for year 1921 reports net profits of \$2,873,336, equal to \$6.06 a share (par value \$25) earned on the outstanding \$11.841,985 outstanding stock against \$5.27 a share in 1920.

Herbert Hellis, for a long time head of the New York office of the Philippine Vegetable Oil Co., is now associated with Kullman & Co., Produce Exchange. He is in charge of the vegetable oil department.

H. D. Waugh, secretary of the Atlantic Barbers' Supply Co., Atlanta, Ga., which was visited by fire on December 30, announces that the contractors are making good progress in repairing the damage and before long the company will be back in its old quarters, with a lot of improvements added, including new machinery. Then a new and vigorous campaign will start.

The Skidoo Soap Co. has been organized with a capital of \$25,000 in Columbus, Ohio, to manufacture Skidoo soap paste. The new company has purchased the plant and business of the Yeazell-Goldstein Co. which for fifteen years has manufactured Skidoo soap paste. A. L. Nassau, president and treasurer of the new company, was formerly district manager for the Palmolive Co. and later sales and advertising manager for the Federal Soap Co. of Columbus. Mr. Nassau is also owner of the American rights in Phoenix double mesh hair nets. The other officers are: Campbell Voorhees, vice-president; E. G. Fisher, secretary; and Charles S. Laudenslager and A. G. Nassau, directors. J. Goldstein who built up the soap business of the former concern has retired to devote all of his time to the clothing business.

Frank J. McDonough, first vice-president of the Druachem Club, sailed on the Aquitania February 7 for a two months' trip abroad. He will visit England, Holland, France and Germany. Mr. McDonough is purchasing agent for McKesson & Robbins, New York City.

Louis K. Liggett, president of the United Drug Co., Boston, and George M. Gales, first vice-president of the United Drug Co. and joint managing director of Boots Pure Drug Co., Ltd., arrived at the Carlton Hotel, London, W. 1, late in January to look over the affairs of the Liggett interests in their British investments.

United States Industrial Alcohol Co. has declared the regular quarterly dividend of 134 on the preferred stock, payable January 16 to stock of record December 31.

Henry Paul Busch, in charge of the laboratories of Shoemaker & Busch, Philadelphia, has been elected a director of the United Security Life Insurance & Trust Co. of that city.

Zenzo Shimidzu, Japanese tennis star, is to be transferred to the New York office of Mitsui & Co., Ltd., early this year. For some time he has been in the service of the firm in Europe.

R. Ruggiero Society Creams Co., Boston, Mass., has moved its laboratories and offices to 295 Huntington avenue, owing to the need of expanding its facilities.

Mallinckrodt Chemical Works, Ltd., of Canada, has purchased property in the heart of the wholesale and manufacturing center of Montreal, situated at 468 to 482 St. Paul street, West. The building is a modern five-story and basement structure containing over 40,000 square feet of floor space.

The advertising account of B. T. Babbitt, Inc., New York, 1776 soap, Babbitt's lye and cleanser and Acme chlorinated lime, has been placed with the George Batten Co.

A vigorous sales campaign inaugurated by Adolph Klar, 5 East 19th street, New York City, to stimulate business, is already showing splendid results according to B. Kronish, a member of the firm. With reference to the campaign Mr. Kronish writes:

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"Feeling that every effort should be made at this time to stimulate business, we are developing a particularly vigorous sales campaign which is already showing splendid results. The success of our efforts is in no small measure due to the responses from advertising in your journal which tops our list of trade publications.

"Supplementing this, we have engaged the services of Maurice E. Marks, sales specialist of 358 Fifth avenue. As a special inducement we will offer soon five exceptional values in toilet sundries, asking our dealers, in turn, to pass the price savings on to their trade. These will be featured in The American Perfumer & Essential Oil Review, the advertising being linked up with a direct-bymail appeal.

"May we take this ocasion to compliment you upon the very excellent work you are doing for the trade at large, and to express particularly our interest in your January issue which we find unusually attractive."

The company has just opened a new branch office under the supervision of Louis Kronish, at 932 Chestnut street, Philadelphia, Pa., which is in addition to the other branches of the company in Pittsburgh and Los Angeles.

Charles Daniel Frey, Chicago advertising agency, has obtained the account of the Melba Mfg. Co., Chicago, manufacturer of toilet preparations. A national campaign will begin at once, featuring Melba skin cleanser, Melba massage cream and Melba Lov'me face powder. Francis W. Jones, president of the Manufacturing Perfumers' Association, is head of the Melba Mfg. Co.

A schedule of the New York City Post Office, showing the time for closing mails to all parts of the country, with hours required in transit, issued by Postmaster Edward M. Morgan, has been distributed by the Merchants' Association to all of its members.

David Berg Industrial Alcohol Co., Delaware avenue and Tasker street, Philadelphia, has acquired property adjoining its plant which will be available for expansion of its facilities.

J. S. Long Soap Co., New Orleans, has planned an advertising campaign in newspapers and magazines, beginning in Florida and Louisiana for Wonder Root toilet soap and Aunt Nancy washing soap, which it manufactures as specials.

Divorce suits are not in our line at all, but here is one that must survive the waste paper basket: "When a wife sues for damages for alienation of her husband's affections she generally names another woman. Not so Mrs Mellissa J. Woodington of Salisbury, N. C. Flavoring extracts, grown potent since prohibition, are the co-respondent. Mrs. Woodington filed suit for \$10,000 against W. A. Roseman, a grocer, who, she charges, sold to her husband flavoring extracts which caused him to neglect and beat her. Mrs. Woodington doesn't specify the flavor." We hope Wheeler and Volstead do not know it.

On January 17, Houchin-Aiken Co., Inc., completed the work of moving their factory and offices from their former Brooklyn location to their new plant in New Jersey, an illustration of which is given herewith. The sales office of the company is now located at 26 Court street, Brooklyn, at Borough Hall, where Mr. C. W. Aiken directs the sales and engineering development of the business. Besides the sales organization, the designing and drawing of new machinery is carried on in Brooklyn.

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The new factory, located on the New York, Susquehaina & Western Railroad, at Hawthorne, N. J., is four miles north of the industrial center of Paterson and is conveniently situated as a shipping point. The main plant consists of a large one-story building on a plot extending along the railroad for 3,500 feet, with a private siding the entire length of the factory building. This gives a large space for extension of buildings, storage of raw materials, etc., and is a provision for future expansion. If it is desired, the building can be extended lengthwise and a siding installed in the center of the assembly room of the factory, giving an easy system of handling heavy shipments.

speeded and production be rendered promptly, but raw materials and finished stock can be carried in larger quantities due to the increased space. It is also intended to develop and push new lines that have been held up for lack of room.

The business is actively directed at present by Mr. E. A. Houchin and Mr. C. W. Aiken, as president and secretary-treasurer respectively.

Mr. Houchin's father founded the business in 1868 while on a visit to the United States from his native England. He became so impressed by the opportunities to be found here that he became a naturalized citizen and founded the business which has become one of the largest producers of soap and glycerine machinery in the United States.

Mr. E. A. Houchin, the president of the company, has designed and built many machines connected with the soap and allied industries. In 1908 Mr. Houchin, with Mr. Aiken, incorporated the present company.

Mr. Aiken started his career in the soap industry in 1892 with the Curtis-Davis Co., of Cambridge, Mass., and while with that company as engineer, the plant was greatly en-



NEW PLANT WHICH HOUCHIN-AIKEN CO., MANUFACTURERS OF SOAP MACHINERY, NOW OCCUPY AT HAWTHORNE, N. J.

The main floor of the shop, 190 x 120 feet, contains a machine shop, fully equipped and well lighted, with cranes for handling the heavy machinery, a sheet metal and woodworking shop, and an assembly room. This building has an overhead crane extending the full length of the building.

Beside the main shop there is a building 50 x 60 feet adjoining, consisting of a two-story and basement building, which has the general offices, drafting room, etc., on the second floor, and the die manufacturing room, tool and stock room, etc., on the first floor. The heating plant and storeroom are in the basement,

On the south is a one-story building containing the time-keeper's office, superintendent's office, and the shipping office, which is situated near a 16 x 60 foot shipping room facing directly on the siding. It is possible to load six or eight cars at one time on this siding, of which two can be loaded simultaneously at the shipping room. A platform the entire length of the siding provides easy handling of materials and shipments.

The new factory of Houchin-Aiken Co. realizes a need that had been apparent for several years, becoming particularly acute during the period of the war when every facility was taxed to the utmost, and yet no space was available in the Brooklyn plant for expansion. With the increased space available at the new factory, not only can deliveries be

larged and glycerine recovery machinery was installed. The first Aiken power slabbing and cutting machines were designed at this time. Mr. Aiken, in 1900, was mechanical engineer for B. T. Babbitt, Inc., and designed and supervised the erection of the Babbit plant on the Hackensack Meadows. Later, Mr. Aiken was associated with the Procter & Gamble Co. as chief engineer.

Houchin-Aiken Company have supplied plants for use in all parts of the world, in South America, Japan, India, Palestine, Turkey, France, England, etc. They have designed and built many plants of all sizes for soap, glycerine and the allied industries, and with their new facilities and equipment are well fitted for prompt and efficient service, not only in supplying machinery of all sorts, both standard and special, but also in consulting work in connection with the overhauling and re-designing of old plants and installing labor saving methods and equipment. They have devoted much time to this sort of engineering work.

An inventory of the estate of the late Wallace C. Abbott, of the Abbott Laboratories, Chicago, filed recently, disclosed the fact that Dr. Abbott left property valued at nearly \$500,000. Mrs. Clara Abbott, 4601 North Hermitage avenue, was named as sole beneficiary.

BOOK REVIEWS

Animal and Vegetable Fixed Oils, Fats, Butters, and Waxes. C. R. Alder Wright and C. Ainsworth Mitchell. Octavo, 6 x 9 inches, 939 pages, three plates and 185 illustrations, Maroon cloth covers. Third edition, revised and enlarged, London, 1921, Price \$16.50.

For two years this work has been out of print and during that time the literature on the subject has multiplied considerably. Accordingly an attempt was made in the third edition to incorporate as much of the data relevant to the purposes of the book as possible. The section on margarine has been rewritten and a new chapter on hydrogenated oils has been added. In the analytical part of the book the author has attempted to bring all of the methods strictly up to date. The scope of the book is indicated by the following chapter headings: Sources of Natural and Artificial Oils; Saponification Products; Physical Properties of Oils, Fats, Waxes, etc.; Chemical Properties of Oils, Fats, Butters and Waxes; Processes Used for Extracting, Rendering, Refining and Bleaching Oils, Fats, etc.; Classification and Uses of Fixed Oils, Fats, Waxes, etc., and Adulterations; The Candle Industry; Materials Used in Making Soap; Soapmaking Plant; Manufacture of Soap; General Chemistry of Soap-Soap Analysis; and Glycerol Extraction and the Manufacture of Glycerines. A complete index makes the location of any detail a simple matter.

ELEMENTS OF FRACTIONAL DISTILLATION. Clark S. Robinson. Octavo 5½ x 8 inches, 205 pages, 41 illustrations, four tables, bibliography. Olive cloth covers. New York, 1922. Price \$2.50.

This book was compiled by Prof. Robinson of the Massachusetts Institute of Technology to meet the demand among engineers and operators for a book which will explain the principles involved in such a way that these principles can be applied to the particular problem at hand. The book is in the nature of an introduction to the study of the subject, and will be followed by another book dealing with the general practice of fractional distillation and its applications to the several industries. The book is divided into five parts: Part I deals with the subject from the qualitative standpoint of the phase rule; part II discusses the quantitative aspects from the standpoint of the chemical engineer; part III treats the factors involved in the design of distilling equipment; part IV gives a few examples of modern apparatus; and part V includes a number of useful reference tables which have been mostly out of print. There are twenty chapters in the book, two of which are devoted exclusively to methyl and ethyl alcohol.

NEW PUBLICATIONS, PRICE LISTS, ETC.

ADOLPH SPIEHLER, INc., manufacturing perfumer, Rochester, N. Y., sends us price list of perfumes in bulk packages and toilet preparations, including face powders, rouges, etc., in various sizes of containers. Copies are available for firms interested in handling these commodities.

STAFFORD ALLEN & Sons, Ltd., London, Eng., Ungerer & Co., 124 West 19th street, New York, American representatives.—January price list of the Allen essential oil commodities is just at hand, giving wholesale quotations on various products handled by the firm, including terpeneless and expressed oils, Allen's oleoresins, powdered drugs, etc., chemicals, synthetics and sundries. The prices given, while subject to the fluctuation of the market, are more complete in detail than has been possible previously for some time,

due to the uncertainties following the great World War.

"Future Independence and Progress of American

"FUTURE INDEPENDENCE AND PROGRESS OF AMERICAN MEDICINE IN THE AGE OF CHEMISTRY," is a booklet that contains the report of a committee headed by Dr. Charles H. Herty bearing upon the subject given in the title. It is of considerable value to persons interested. Copies can be obtained from the Chemical Foundation, Inc.

Ungerer & Co., 124 West 19th street, New York, have sent us the first number of volume three of their interesting publication, Ungerer's Bulletin. The issue contains 32 pages and is printed in two colors. Among the articles published are: "Retrospect and Prospect," by W. G. Ungerer; "Odor Value Analysis," by W. G. Ungerer and R. B. Stoddard; "Why Oils of Cade?" by Dr. Camille Pepin; "American Valuation"; "Artistic Commercialism," by William H. Green; "Oil Neroli Values"; "Tooth Paste Perfection," by Warren Van Kirk; "Oil Sassafras, Natural," by R. M. Dudley; "Glass Lined Tanks," by George F. Kroha; and "The Purpose of Face Powder," by Henry Tetlow.

DRUG & CHEMICAL CREDIT ASSOCIATION, 438 Broadway, New York, announces the publication of a Brown Book, which is designed to supply something new in the way of giving ratings to check credits in the drug trade. Collateral chemical and other lines are included and the purpose is to present in reference to the quoted firms or persons a concise summary of a credit report. The association announces that it already has received advance orders for the Brown Book from many parts of the country.

"STANDARD REMEDIES," Chicago, the spokesman of the proprietary manufacturers and allied businesses, for January, is just at hand and contains much interesting and valuable information in relation to trade matters.

NEW INCORPORATIONS

Vialette Co., Manhattan Borough, New York City, perfumery and glassware, \$20,000 capital stock, has been incorporated by G. V. Hart, E. B. Tishman, J. C. Mehrkens. (Attorneys, Guggenheimer, Untermyer & Marshall, 120 Broadway.)

De Chatillion, Manhattan Borough, New York City, perfumes and extracts, \$5,000 capital stock, has been incorporated by T. J. Lewis, H. H. Kirk-Schnieder, F. Delaney. (Attorney, R. Marks, 320 Broadway.)

Cecila Arthur, Manhattan Borough, New York City, beauty parlor, \$20,000 capital stock, has been incorporated by A. J. Ayers, C. A. Bigney, A. Cohen. (Attorney, N. B. Litzer, 149 Broadway.)

Blue-Bird, Perfumers, Manhattan Borough, New York City, barbers' and druggists' supplies, \$100,000 capital stock, has been incorporated by A. H. T. Banzhaf, R. C. Richter. (Attorney, J. G. Pembleton, 130 West 42d street.)

Pictorial Soap Sales Agency, Inc., 400 North Michigan avenue, Chicago. To deal in patented soaps and conduct sales agencies, \$20,000 capital stock, has been incorporated by Olaf A. Olson, Charles B. Fullerton, Charles W. Ricks. Represented by Buhl, Lytton & Olson, The Rookery, Chicago.

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Ratin Laboratory, Manhattan Borough, New York City, vermin exterminators, \$10,000 capital stock, has been incorporated by R. E. Maben, A. Mannheimer, J. J. Lilly. (Attorneys, Roc. Lilly & Gramer, 50 Pine street.)

National Pictorial Soap Sales Co., \$1,000,000 capital stock, has been incorporated for clients by the Corporation Trust Co. of Delaware, Wilmington.

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Beach, James, head of the old National Soap Manufacturers' Association, Dubuque, Iowa, February, 1918.

CASWELL, JOHN R., proprietor of the old New York drug and toilet goods house of Caswell, Massey & Co., Newport, R. l., February, 1918.

FAIRCHILD, HENRY C., founder of Fairchild & Shelton, soap manufacturers, Bridgeport, Conn., February, 1917.

Fels, Joseph, soap manufacturer and single tax advocate, Philadelphia, Pa., February, 1914.

Fox, Maurice, the original shipper of vanilla beans from Guadeloupe, February, 1919.

Goss, Laforest E., veteran manufacturer of soap powder, Lawrence, Mass., February, 1918.

HARRIS, FRANK E., founder of the Harris Extract Co., Binghamton, N. Y., February, 1912.

HESS, CHARLES D., Hess Co., perfumers, Rochester, N. Y., February, 1908.

KAHLE, John Wesley, president Crescent Mfg. Co., Seattle, Wash., February, 1918.

KIRKMAN, ALEXANDER S., Kirkman & Son, soap manufacturers, Brooklyn, N. Y., February, 1912.

MARSHALL, HERMAN AUGUSTIN, soap manufacturer, Clinton, Mass., February, 1910.

PROCTOR, J. K., long time president of the Philadelphia Textile Machinery Co., February, 1920.

Pyle, James, founder of the Pyle Pearline Co., Shady-side-on-Hudson, N. Y., February, 1912.

Sévène, Henri, managing director Société Chimiques des Usines du Rhône, Paris, February, 1917.

STEARNS, FREDERICK, of Frederick Stearns & Co., manufacturing chemists, Detroit, Mich., February, 1907.

WALKE, WILLIAM, soap manufacturer, St. Louis, Mo., February, 1916.

WATKINS, MRS. P. M., wife of head of Watkins Extract Co., San Francisco, February, 1914.

Westen, EDWARD, president of the Edward Westen Tea & Spice Co., St. Louis, February, 1917.

WILLIAMS, WILLIAM C., long head of the Michigan Drug Co., Detroit, February, 1916.

George R. White, Soap Manufacturer

George R. White, controlling owner of the Potter Drug & Chemical Corporation, of Malden, Mass., whose large soap factories are at Bell Rock and Boston's largest industrial tax payer, died suddenly January 27 at his Boston home, 285 Commonwealth avenue. His sister and Charles L. Hamilton, his general manager, were at his side when he passed away. The immediate cause of his death was a cerebral hemorrhage. Mr. White was 74 years of age. In the forenoon the annual meeting of his corporation was held at his residence and his officers and directors remarked upon his general good health. The last check he drew was for \$1,000 for the Malden Home for Aged Persons.

Mr. White became deeply interested in Malden when he bought the Robinson Bros.' soap factory in 1907. Before that the Robinsons manufactured his Cuticura soap and other preparations here. Three years ago Mr. White moved his Boston offices to Malden and fitted up quarters with lavish expenditures. He was as progressive after he passed three score and ten as when he was forty. He was among the first factory owners to burn oil instead of coal and among the first to establish his own water supply by artesian wells.

The help problem never bothered him, for he paid the highest wages and accorded his employes the best possible surroundings. During the war when most other industries were advertising for help he never had a want adv. in a paper and always had a waiting list.

Mr. White was a bachelor and his sister, Mrs. Frederick T. Bradley, resided with him. In the Summer he lived at Manchester by the Sea. He began life as an office boy with the old drug firm of Weeks & Potter. At the time of his death he paid taxes on more than \$4,000,000 worth of real

Mr. White's first duties as an office boy in the drug business were to paste up clippings of the company's advertisements. At the age of 26 he was admitted to the firm as partner, and in 1883, with Andrew J. Weeks and Warren B. Potter, he organized the Potter Drug & Chemical Co., which afterward became the Potter Drug & Chemical Corporation.

Besides his connection with the drug corporation, Mr. White was a director of the First National Bank of Boston, trustee of the Museum of Fine Arts, and a trustee of the Forest Hills cemetery. He was a member of the Merchants' club. Mr. White was an art critic and in 1911 the Boston Public Library trustees sent his name to Mayor Fitzgerald for consideration as a member of the Art Commission. His gift of the new \$500,000 building of the Massachusetts College of Pharmacy, and his untiring work in the interest of the Boston Museum of Fine Arts made him well known. He also fitted up and endowed the College of Pharmacy.

Some years ago, when the Yerkes art collection was sold in New York, Mr. White bought "Bacchante" a bronze statue by Frederick MacMonnies, which he later lent to the Museum of Fine Arts. Mr. White said it was a great work of art and the only thing that interested him in the whole Yerkes collection.

Back in 1874 Mr. White was in charge of the advertising of Sanford's Jamaica Ginger and his advertising methods resulted in that remedy becoming well known to every New England household. About that time Mr. White became interested in manufacturing Cuticura Soap and decided to leave the Weeks & Potter firm and start in the manufacturing business.

Weeks & Potter believed in the young man and finally persuaded him to remain with them. In return they formed the Potter Drug & Chemical Corporation as the manufacturing end of the business and invested \$40,000 in it, Mr. White being the head of the concern. The success of Cuticura and their other products is well known.

Prof. Charles Baskerville

Chemists generally and many of our readers will regret to learn of the death of Prof. Charles Baskerville, director of the chemical laboratories of the College of the City of New York, and prominent member and Councillor of the A. C. S., and a member of many other scientific societies. Pneumonia carried him off on Feb. 4 in his 52d year. Dr. Baskerville's activities are well known to the industry and his demise will be regretted generally.

Charles I. Hood

Charles I. Hood, for more than sixty years a prominent figure in the drug industry of the United States, died at his home in Lowell, Mass., February 5, aged 76 years. Mr. Hood was a courageous and liberal advertiser. He used much newspaper space and distributed

millions of cook books, almanacs, calendars and other forms of card and circular advertising.

The remedy which made his name famous was suggested to him by a prescription given to a Lowell resident by a noted Boston physician and which happened to pass through Mr. Hood's hands for compounding. Its success requires no comment.

Mr. Hood was a member of the American Pharmaceutical Association, National Wholesale Druggists Association and Proprietary Association, as well as others. His wife survives him.

W. D. Freeman, Perfumer

W. D. Freeman, internationally known perfumer, died at his Winter home in Winter Park, Orlando, Florida, on Jan. 23, following a short illness. The body was sent to his home in Cincinnati. It was accompanied by Mrs. Freeman, her children, and brother, H. Drake. Prior to his purchase of a home in Winter Park, four years ago, Mr. Freeman spent his Winters in Palm Beach.

Obituary Notes

Charles A. Faus, vice-president and general manager of the Smith-Faus Drug Co., Salt Lake City, is dead, having been shot down in cold blood in his home by one of two masked men. He was an active member of the National Wholesale Druggists' Association, the Rotary Club and the Commercial Club, besides the Shrine and the 32d degree in the Scottish Rite. Rewards aggregating \$3,500 have been offered. His widow and two children survive.

Leonard A. Lange, former head of the Yahr & Lange Drug Co., Milwaukee, Wis., died in January, aged 73. During his business years he joined actively in the affairs of the National Wholesale Druggists' Association and served on its proprietary articles and legislative

Eugene Alexander died suddenly at his home in West Haven, Conn., December 14. He leaves a family of several children. Mr. Alexander was a chemist but for several years had been a traveling salesman.

George P. Chandler, president of the Sisson Drug Co., Hartford, Conn., died on January 15, after an operation in the Hartford Hospital. He was born in Vermont in 1843, and became a partner in Lee, Sisson & Co., in 1871.

William M. Pugh, a manufacturing chemist, of Baltimore, who has been active in the production of specialties, died January 2. He was a veteran of the Spanish-American war. Mrs. Pugh, two sons and a daughter survive.

Ordello L. Doty, president of the Manufacturers' Oil & Grease Co., and a resident of Cleveland since 1868, died December 4 at his home, 1220 Summit avenue, Lakewood.

Cables from Tokio announce the death of Baron Takayasu Mitsui, president of the Mitsui Bank, one of the oldest financial institutions in Japan. He was one of the three members of the greater Mitsui family elevated to the peerage by the Japanese Government for distinguished public service. Baron Mitsui was the head of one of the eleven Mitsui families, all of whom are represented in the Mitsui holding company of Mitsui Gomei Kaisha, capitalized at \$100,000,000. As a partner or director of the Mitsui Gomei Kaisha he was interested in the affairs of several branch and subsidiary companies, including the Mitsui Bussan Kaish, said to be the largest import and export organization in the world.

ALL IN THE DAY'S WORK.

There was a rakish tilt to his overseas cap; his "putts" were neatly rolled; his kit bag bulged with souvenirs. He walked up to the Information Desk with a pleasant smile. He was going back to Missouri, but before he went there was something he wanted to know.

"Say," he drawled, "is this the Red Cross?" He was assured that it was the Red Cross.

"Well," he said, "I wonder if they'd do me a favor. When I got to Paris I bought my girl a bottle of perfume. The Frenchy in the store told me it was the real goods. It was all done up in a classy little bottle with a ribbon over the cork and gold labels plastered all over it. 1 kept it in my grip all the way over, but when I went to the hospital it disappeared. I ain't sore at the buddy that took it, but I wish he'd left me the name, because I couldn't read what was on it, and now I don't know what it was.

"But you see, I wrote my girl I was bringing it to her, and she will be disappointed when I tell her I've lost it. So I was wondering if some Red Cross lady would go out

with me and help me buy another."

This was rather a new one on the Information Desk, but there are new ones every day, ranging from caring for some soldier's overseas dog while he seeks out some inner office, to advising a girl how to send money to her father in Esthonia. And so the "Red Cross lady" did go out; she gave up her lunch hour to help him buy it, and saw him turn his face toward Missouri and the girl, with almost the identical bottle, ribbons and gold labels and all, safe in his grip.

ASSOCIATIONS IN THE ALLIED INDUSTRIES

MANUFACTURING PERFUMERS' ASSOCIATION. - President MANUFACTURING FERFUMERS ASSOCIATION.— Fresidem Francis W. Jones, Melba Co., Chicago, Ill.; Secretary, C. M. Baker, 309 Broadway, New York.
FLAVORING EXTRACT MFRS'. ASSN.—President, Robert E. Heekin, Cincinnati, Ohio; Secretary, G. C. Davis, Davis Manufacturing Co., Knoxville, Tenn.
PERFUME IMPORTERS' ASSOCIATION.—President, B. E. Levy. 714 Fifth avenue. New York: Secretary. B. M.

Perfume Importers' evy, 714 Fifth avenue, Levy, 714 Fifth avenue, New York; Secretary, B. M. Douglas, Jr., 35 West 34th street, New York.

NATIONAL MANUFACTURERS OF SODA WATER FLAVORS.—
President, Harry Whittle, 176 West York street, Philadel-

President, Harry Whittle, 176 West York street, Philaderphia; Secretary and Attorney, Thos. J. Hickey, 1238 First National Bank Building, Chicago.

BARBERS' SUPPLY DEALERS' ASSOCIATION.—President, Z. C. Shaw, Wichita, Kansas; Secretary, Joseph Byrne, 116 West 39th street, New York.

PERFUMERY, SOAP AND EXTRACT ASSOCIATION OF CHICAGO.—President, E. J. Voss; Secretary, W. L. Filmer, Monsanto Chemical Works, Chicago. Monsanto Chemical Works, Chicago.

Perfumery, Soap and Allied Industries of New York.

—President, Edwin Sefton; Secretary, Frank K. Woodworth, 147 Waverly place, New York.

Druachem Club.—President, George P. Huisking; Secretary, James W. Bevans, 116 Fulfon street, New York

SALESMEN'S ASSOCIATION OF AMERICAN CHEMICAL IN-DUSTRY.—President, Burton T. Bush; Secretary, Williams Haynes, 3 Park place, New York. New York Chapter: Chairman Ralph E. Dorland; Secretary, George Short. AMERICAN BRUSH MANUFACTURERS' ASSOCIATION.—Pres-ident William Cortes 221 Equation Secretary, Williams Cortes 221 Equations (Chapter)

ident, William Cordes, 221 Fourth avenue, New York City. Association of Official Agricultural Chemists.

President, F. P. Veitch; Secretary, W. W. Skinner, Bureau of Chemistry. Washington, D. C.

INSECTICIDE AND DISINFECTANT MANUFACTURERS' ASSOCIATION. President M. M. Morrosco

CIATION .- President, M. M. Marcuse; Secretary, C. C.

Baird.

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.



NOTE TO READERS

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This department is conducted under the general super-This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905 and which have been passed to publication. Illustrations of

patents granted are indicated by "P."

The Designs Patented are those whose numbers are preceded by "D."

All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPT., Perfumer Pub. Co. 14 Cliff St., New York.

TRADE-MARK REGISTRATIONS APPLIED FOR Act of February 20, 1902

116,948.—Bake-Rite Oven Mfg. Co., Reno, Nev., and San Francisco, Calif. (Filed Mar. 27, 1919. Used since May 27, 1918.)—Flavoring Extracts for Foods, Essential Oils for Flavoring Foods. 121,303.—A. C. Horn Co., Long Island City, N. Y.

(Filed Aug. 6, 1919. Used since May 17, 1919.)—Cleaning and Polishing Powder.

123,021.—The Crystal Chemical Company, Incorporated, New York, N. Y. (Filed Sept. 23, 1919. Used since about July 25, 1919.)—Face and Toilet Powders, Perfumes, Toilet Water, Rouge, Lip-Rouge, Eyebrow Pencils, Powder Compact, Rouge Compact, Massage Cream, Nail Polish, Day Cream, Cuticle Remover, Hair Tonics, Dyes, Depilatories, and Pomades. and Pomades.

and Pomades.

133,621.—Benjamin T. Goldman, St. Paul, Minn. (Filed June 12, 1920. Under ten-year proviso. Used since Jan. 1, 1870.)—Hair Dyes, Hair Color Restorers, and Hair Tonics.

134,229.—The Geraldine Company, Boston, Mass. (Filed June 25, 1920. Used since May 1, 1920.)—Toilet Preparations—Namely, a Hair Tonic.

134,282.—Trace Laboratories Inc. New York N. Y.

134,282.—Trace Laboratories, Inc., New York, N. Y. (Filed June 26, 1920. Used since about May 20, 1920.)—Toilet Preparation for Coloring and Treating Eyebrows, Eyelashes, and Hair.

Eyelashes, and Hair.

139,107.—Dr. C. H. Berry Chemical Co., Chicago, Ill.

(Filed Nov. 3, 1920. Used since 1900.)—Face Cream.

140,327.—Horine & Bowey Company, Chicago, Ill. (Filed Nov. 27, 1920. Used since 1900.)—Flavoring Extracts for Food. Fruit Oils and Flower Flavors for Foods.

141,060.—Anne T. Clapper, Pittsburgh, Pa. (Filed Dec. 14, 1920. Used since Sept., 1920.)—Toilet Creams, Astringent Lotion, Skin-Cleansing Lotion and Muscle Oil.

141,246.—R. Laurent Vibert, Lyon, France. (Filed Dec. 17, 1920. Used since 1893.)—Hair Tonic and Hair Lotion.

141,731.—Northam Warren Corporation, New York, N. Y. (Filed Dec. 31, 1920. Used since Aug. 24, 1912.)—Manicure Sets and Absorbent Cotton.

145,517.—James A. Jones, Wynnburg, Tenn. (Filed Mar. 31, 1921. Used since Nov. 1, 1920.)—Medicine for External Application or Balm for the Skin; also for Rose Water. Beauty Cream, Cold Balm, Skin Balm, Beauty Powder, Toilet Waters, and Face Powders.

145,762.—American Druggists' Syndicate, Long Island City, N. Y. (Filed Apr. 6, 1921. Used since 1911 for Tooth Paste, Massage Cream and Foot Powder; since 1913 on

Foot Powder and Talcum Powder).

146,422.-F. R. Arnold & Co., New York, N. Y. (Filed Apr. 20, 1921. Used since about 1892.)-Face Cream and

148,673.—Leona L. Stern, New York, N. Y. (Filed June 4, 1921. Used since 1909.)—Face-Creams.

148,829.-Louis Auerbach, Cleveland, Ohio. (Filed June 8, 1921. Used since May 20, 1905.)—Hair-Tonic, Massage Cream and Toilet Water.

150,351.—Cheramy, Inc., New York, N. Y. (Filed July 14, 1921. Used since Nov., 1916.)—Talcum Powder, Rouge, Toilet Water, Face Powder, Brilliantine, Cold Cream. Sachet and Perfume.

150,783.—Charles J. Steward, Augusta, Ga. (Filed July 21, 1921. Used since July 6, 1921.)—Artificial Vanilla. 150,813.—Janitors' Supply House, Baltimore, Md. (Filed July 22, 1921. Used since Apr. 5, 1913.)—Soap and Soap

150,931.—Rozium Company, Atlanta, Ga. (Filed July 25, 1921. Used since May 15, 1921.)—A Lotion for Tender, Burning, Aching, Blistered, Cracked, or Perspiring Feet. 151,342.—Sara Spencer-Washington, Atlantic City, N. J.

(Filed Aug. 3, 1921. Used since June 15, 1921.)-Pomade for Hair and Scalp and a Hair-Straightening Preparation. 151,594.—The Pyrosal Company, Spokane, Wash. (Filed Aug. 9, 1921. Used since Mar. 1, 1921.)—Dental Paste.

151,970.—John Wanamaker, Philadelphia, Pa. (Filed Aug. 19, 1921. Used since Mar. 4, 1921.)—Toilet Prepara-(Filed tions-Namely, Creams, Perfumes and Waters.

152,010.—Misti Laboratory Co., St. Louis, Mo. (Aug. 22, 1921. Used since July 29, 1921.)—Shampoo.

152,100.—Standard Oil Company (Incorporated in New Jersey), Bayonne, N. J. (Filed Aug. 23, 1921. Used since May 10, 1921.)—A Mineral Oil.
152,154.—John Wanamaker, Philadelphia, Pa. (Filed Aug. 24, 1921. Used since Aug. 15, 1921.)—Soons

Aug. 24, 1921. Used since Aug. 15, 1921.)—Soaps. 152,302.—Aladdin Products Company, Chicago, Ill. (Filed Aug. 29, 1921. Used since Aug. 6, 1921.)—Sham-

152,338.—Lengfeld's Pharmacy, San Francisco, Cal. (Filed Aug. 29, 1921. Used since Aug. 9, 1921.)—Cosmetic Toilet Preparation—Namely, a Lotion to Be Used As a

Substitute for Bay Rum.
152,557.—Henry Heil Chemical Company, St. Louis, Mo.
(Filed Sept. 3, 1921. Used since Aug. 24, 1921.)—Medi-

cated Alcohol. cated Alcohol.
152,566.—G. S. Kolar Laboratories, Chicago, Ill. (Filed Sept. 3, 1921. Used since Feb. 15, 1921.)—Complexion Meal, Nail Polish, Antiseptic Oil, Brilliantine, Bandoline, Hair Tonics, Depilatories, Skin Lotions, Nail Bleach, Nail Pastes, Nail Whitener, Shampoo, Talcum Powder, Scalp Ointment, Rouge, Skin Astringent, Face Powders, Face Creams, Toilet Waters and Perfumes.

152,833.—The Comfort Powder Co., Inc., Boston, Mass. (Filed Sept. 12, 1921. Used since Jan. 31, 1910.)—Toilet

—George H. Guy, Seattle, Wash. (Filed Sept. Used since July 1, 1921.)—Hair Tonic, Dental 17, 1921.

7, 1921. Used since July 1, 1921.)—Hair Tonic, Dental Learn, Tooth Paste, and Henna Powder, etc. 153,158.—Alice L. Parker, New York, N. Y. (Filed sept. 20, 1921. Used since Jan. 1, 1921.)—Hair-Tonics. 153,584.—Bauer & Black, Chicago, Ill. (Filed Oct. 1, 921. Used since May 28, 1921.)—Talcum Powder. 153,607.—Kora M. Lublin, New York, N. Y. (Filed Oct. 1, 1921. Used since May, 1921.)—Facial Theatrical Make-In Powder in Cake Form. 1921.

Up Powder in Cake Form. 153,621.—Perfecto Chemical Co., Inc., New York, N. Y. (Filed Oct. 1, 1921. Used since Jan., 1921.)—Hair Dye. 153,622.—John Sexton & Company, Chicago, Ill. (Filed Oct. 1, 1921. Used since Jan., 1905.)—Soap (Toilet and

Laundry), Shaving Soap, Shaving Cream (Suitable for Use Before Shaving), Granulated Soap, Soap Flakes, and Wash-

ing Compounds.

-R. A. Hudson Company, Incorporated Y. (Filed Oct. 4, 1921. Used since Jan. 1, 1919, except on Lemon Cream, on which it has been in use since May 23, 1921.)—Face and Hand Creams and Lotions.

153,740.—Mystol Manufacturing Co., Glens Falls, N. Y. (Filed Oct. 4, 1921. Used since 1915.)—Flavoring Extract. 153,822.—Marston-Greening Co., Inc., Los Angeles, Cal. (Filed Oct. 6, 1921. Used since Nov. 6, 1918.)—Food Colors in Liquid and Paste Form.

153,824.—Parfund and Faste Form.
153,824.—Parfunette Corporation, New York, N. Y. (Filed Oct. 6, 1921. Used since July 5, 1921.)—Perfumes.
153,824.—C. E. Hoffman Company, Dallas, Texas. (Filed Oct. 7, 1921. Used since about Feb. 1, 1921.)—Hair-Tonic.
153,854.—Hoffman & Peterson, Priest River, Idaho. 153,854.—Hoffman & Peterson, Priest River, Idaho. (Filed Oct. 7, 1921. Used since June 1, 1921.)—Foot

153,919.—Marie A. Butler, New York, N. Y. (Filed Oct. 10, 1921. Used since Sept. 15, 1921.)—Powder Puffs. 153,922.—Cheramy, Incorporated, New York, N. Y. (Filed Oct. 10, 1921. Used since Sept. 1, 1921.)—Perfume, Toilet Water, Sachet Powder, Talcum Powder, Face-Powder, Brilliantine, Rouge, Cold-Cream, and Greaseless Cream.

Cream.

153,938.—Daniel Jaquet, Paris, France. (Filed Oct. 10, 1921. Used since Apr. 1, 1920.)—Toilet Preparations, including Perfumery Extract, Toilet Water, Face Powder, Sachet Powder, Skin Lotion Vegetale, Eau de Cologne, Hair Dressing, Talcum Powder, Eau de Dentifrice, and Rouge. 154,026.—Abram W. Herbst, New York, N. Y. (Filed Oct. 12, 1921. Used since Sept. 1, 1920.)—Perfume. 154,027.—Abram W. Herbst, New York, N. Y. (Filed Oct. 12, 1921. Used since Sept. 1, 1920.)—Perfume. 154,028.—Abram W. Herbst, New York, N. Y. (Filed Oct. 12, 1921. Used since Sept. 1, 1920.)—Perfume. 154,029.—Abram W. Herbst, New York, N. Y. (Filed Oct. 12, 1921. Used since Sept. 1, 1920.)—Perfume.

154,029.—Abram W. Herbst, New York, N. Y. Oct. 12, 1921. Used since Sept. 1, 1920.)—Perfume.

154,030.—Abram W. Herbst, New York, N. Y. Oct. 12, 1921. Used since Sept. 1, 1920.)—Perfume. 154,041.—New York French Exports, Inc., New York, Y. (Filed Oct. 12, 1921.) Used since Aug. 4, 1921.) Perfumes.

154,042.—The Norwich Pharmacal Co., Norwich, N. Y. (Filed Oct. 12, 1921. Used since Mar. 1, 1921.)—Bathing

Liniment for External Use Only.

154,057.—Joseph Canfelosi, New Orleans, La. (Filed Oct. 13, 1921. Used since Sept. 26, 1921.)—Dandruff Remedy. 154,059.—Glenmore Barthel Fewell, Birmingham, Ala. (Filed Oct. 13, 1921. Used since July 7, 1921.)—Antiseptic Mouth Wash for Treatment of Pyorrhea and Diseases of Gums.

154,153.—I. Magnin & Co., San Francisco, Cal., and New York, N. Y. (Filed Oct. 15, 1921. Used since Sept. 19, 1921.)—Toilet Cream.

154,192.—Marjorie J. Hasden, Chicago, Ill. (Filed Oct. 17, 1921. Used since Aug. 15, 1921.)—Manicure Oil and

Nail Polish. Nail Poiss.

154,239.—Silica Products Company, Tulsa, Okla. (Filed Oct. 17, 1921.) Used since June 1, 1921.)—Mechanics' Soap. 154,290.—George A. Wilson, Jr., San Francisco, Cal. (Filed Oct. 18, 1921. Used since June, 1915.)—Face Powder, Brilliantine, Hair Tonic, Bay Rum, Toilet Water, Perfume, Bandoline, Cold Cream, Vanishing Cream, and Hair Oil

Hair Oil. 154,370.—Nellie S. Kitchens, Los Angeles, Cal. (Filed Oct. 20, 1921. Used since Mar. 1, 1921.)—Anointing Oil

and Hair Restorative. 154,402.—Continental Drug Corporation, St. Louis, Mo. (Filed Oct. 21, 1921. Used since about June 1, 1921.)— Rubbing Alcohol.

154,433.—Kaelas D. Chowdbury, Chicago, Ill. (Filed Oct. 22, 1921. Used since December, 1920.)—Perfumes, Toilet Waters and Sachets.

154,616.—Plough Chemical Company, a Corporation, Memphis, Tenn. (Filed Oct. 26, 1921. Used since Apr. Memphis, Tenn. (Filed Oct. 26, 1921. Used since Apr. 1, 1921.)—A Toilet Preparation—viz., a Face Bleach. 155,034.—Standard Oil Company (Incorporated in New Jersey), Bayonne, N. J. (Filed Nov. 4, 1921. Used since Oct. 10, 1921.)—White Mineral Oil.

TRADE-MARK REGISTRATIONS GRANTED Act of March 19, 1920

151,293.—Emma A. Burrell, Pickens, Miss. (Filed Feb. 1921. Serial No. 143,338. Used since Feb. 14, 1918.)— Hair Tonic.

151,299.—Nusope Company, Fort Wayne, Ind. (Filed ept. 19, 1921. Serial No. 153,099. Used since Sept. 10,

151,299.—Nusope Company, Fort Wayne, Ind. (1982).—Sept. 19, 1921. Serial No. 153,099. Used since Sept. 10, 1920.)—Soap Flakes.
151,308.—V. Vivaudou, Inc., New York, N. Y. (Filed Aug. 17, 1921. Serial No. 151,893. Used since 1914.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachel Powders.

151,385.—Ehmann Olive Company, Oroville, Calif. (Filed May 16, 1921. Serial No. 147,772. Used since 1906.)—

Olive Oil.

DESIGNS PATENTED

60,286.—Talcum-Powder Box. Felix Eberhart, Newark, N. J., assignor to American Can Company, New York, N. Y., a Corporation of New Jersey. Filed Aug. 15, 1921. Serial No. 492,526. Term of patent 14 years.

The ornamental design for a talcum powder box, as

60,288.—Talcum-Powder Box. Felix Eberhart, Newark, N. J., assignor to American Can Company, New York, N. Y., a Corporation of New Jersey. Filed Aug. 15, 1921. Serial No. 492,563. Term of patent 14 years.

The ornamental design for a talcum powder box, as

60,320.—Bottle. Francois Joseph de Spoturno Coty, Paris, France. Filed Apr. 20, 1921. Serial No. 463,075.

Term of patent 3½ years.

The ornamental design for a bottle substantially as

shown.

shown.
60,370.—Container. Harold Hastings Raynor, New York, N. Y., assignor to The Palmolive Co., Milwaukee, Wis., a Corporation of Wisconsin. Filed May 6, 1921. Serial No. 467,288. Term of patent 7 years.
The ornamental design for a container, as shown.
60,386.—Receptacle for Toilet Powder and Other Commodities. Louis A. Wegenaar, Brooklyn, N. Y. Filed May 5, 1921. Serial No. 467,213. Term of patent 7 years.
The ornamental design for a recentacle for toilet powder The ornamental design for a receptacle for toilet powder

and other commodities substantially as shown.

60,387.—Receptacle for Toilet Powder and Other Commodities. Louis A. Wegenaar, Brooklyn, N. Y. Filed May 16, 1921. Serial No. 470,002. Term of patent 7 years.

The ornamental design for a receptacle for toilet powder and other commodities substantially as shown.

PATENTS GRANTED

1,403,794.—Process for The Manufacture of Ethyl Alcohol from Acetaldehyde. Theodor Lichtenhahn, Basel, Switzerland, assignor to Elektrizitatswerk Lonza, Gampel and Basel, Switzerland. Filed July 28, 1921. Serial No. 488,165. 4 Claims. (Cl. 23—24.)

1. A process for the manufacture of ethyl alcohol, substantially free from ether has reducing acetaldabuda by

stantially free from ether, by reducing acetaldehyde by means of hydrogen in excess by passing a gaseous mixture of these substances over a contact body, removing the heat of reaction, at least in part, and returning, after separation of the alcohol produced, the excess of hydrogen to the operation by a circulating device, wherein there is added to the gaseous mixture up to 0.3 per cent of oxygen, 1,404,708.—Hydrogenating Process. William B. Allbright, Chicago, Ill. Filed June 28, 1915, Serial No. 36,739. Renewed Sept. 22, 1920. Serial No. 412,085. 22 Claims.

Cl. 87-12.)

8. The process of hydrogenating an oil consisting in mixing the oil with a catalyzer and then causing a rapid flow of the same through a straight path together with large bubbles of hydrogen, spilling the mixture through an atmosphere of hydrogen, drawing hydrogen gas over the exposed films of the mixture while it is constantly agitated, and finally causing a slow flow of the mixture of catalyzer and oil through a circuitous path together with small hubbles of hydrogen bubbles of hydrogen.

1,405,261.—Process of The Production of Aromatic Aldehydes and Their Substitution Derivatives. Carlo Oscar Benedetti, Albert P. Vanselow, and Waldemar Vanselow, Syracuse, N. Y. Filed May 5, 1920. Serial No. 379,-183. 7 Claims. (Cl. 23-24.)

A process for the production of aromatic aldehydes and their substitution derivatives which consists in oxi-dizing a member of the class known as "phenyl carbinol and its substitution derivatives" to the corresponding member of the class known as "benzaldehyde and its substitu-tion derivatives" by means of a hypochlorite solution, and separating the aldehyde as formed from the reaction mass.

1,405,458.—Hair Dye. Irene Hammond Stoll, Cleveland, thio. Filed Jan. 28, 1919. Serial No. 273,642. 5 Claims.

(Cl. 167-5.)

4. A hair dye comprising three solutions the first containing a ¼ part of copperas, a 1/39 part of burnt blue vitriol, a 1/32 part of ammonia and water to make about 2 ounces, the second solution containing a 1/19 part of burnt sal soda, 1/13 part of a burnt blue vitriol, a 1/13 part of ammonia plus water to make another two ounces, and the third solution containing 1/32 part of pyrogallic acid and a 36 part of peroxide plus enough water to again make 2

UNDER THE NEW TRADE MARK LAW

Perhaps some proprietors of valuable trade-marks, registration of which was refused under the Act of February 20, 1905, as amended, are not aware that their trade-marks have a chance for registration under the new trade-mark law approved March 19, 1920. Prior to the enactment of this law registration of the following classes of trade-marks was refused: (1) trade-marks which consisted merely of the name of an indivilual, firm, corporation, or association, not written, printed, impressed or woven in some distinctive manner or in association with a portrait of the individual; (2) trade-marks which consisted only of words or devices descriptive of the goods with which they were used, or of the character or quality of such goods; (3) trade-marks consisting of merely a geographical name or term. However, under the new law these trade-marks are registerable. thus conferring the many privileges of the trade-mark laws upon the holders of registration under this act.

RECENT DECISIONS ON TRADE MARKS

(Continued from page 521)

I take it, however, that similarity alone of details in themselves, such as form, dimensions and the like, is not conclusive of the question raised, but rather is it dependent upon the general impression gained by a casual observation. As a matter of general knowledge certain receptacles of well recognized and adapted form must, from the nature of things, be used to conveniently convey their contents, and I think the smaller type of perfume bottles fall within that category where a prescription of use in favor of one party would suffer the public an unreasonable and legally unjustified inconvenience, and create, what the law has consistently imprecated, a monopoly.

Viewing the question presented not from the attitude of the discerning purchaser, but rather from that of the ordinary one, the meticulous similarity of labels used, exhibiting an apparent effort at simulation, does to my mind carry with it a conviction that they have been so closely copied in form, size, lettering, embellishment and details of finish that purchasers are likely to be induced and deceived in buying the defendant's product mistakingly for that of the plaintiff. In this respect the plaintiff is

entitled to a restraining order of the court.

The motion is therefore granted to the extent of restraining the defendant's use, in the sale of its article, of the present label, which should be modified in form, construction and decoration and the name "Parfumette" on it should not be printed in the same angular position. The restraining order should provide a reasonable time for adjustment by defendant in compliance with the court's direction.



BERMUDA

New Customs Tariff Act.—The new Cuustoms Tariff Act, 1922, for the Colony of Bermuda has been passed. The most notable changes are: Spirits, from 7 shillings to 10 shillings per gallon, with an additional 25 per cent ad valorem; alcohol from 6 to 8 shillings per gallon and 25 per cent ad valorem; toilet articles from 20 to 25 per cent. The general duty levied is continued at 11 per cent on all classes of goods not specified. The list of exemptions is practically unchanged. These duties are applicable to all imports, irrespective of the country of origin.

CHINA

Musk.—Chungking is the chief port of original export for Chinese musk, which is brought into Szechwan from Tachienlu, an important market town on the Tibetan-Chinese border. The market for musk suffered through the war, but is now gradually recovering, the quantities exported in 1920 being 24,447 taels, valued at Hk. tls. 577,079, compared with 15,954 taels and Hk. tls. 533,914 in 1917. The principal countries of destination were America, Japan, Great Britain and France.

FRANCE

OLIVE OIL YIELD SHORT IN MEDITERRANEAN REGION .-Leading oil dealers in Marseilles estimate the Mediterranean olive crop for 1921-22, expressed in terms of oil, at approximately 510,000 metric tons. This represents a shortage in contrast with the normal yield of 835,000 tons. Spain and Italy will probably consume respectively almost their entire 1921-22 production of olive oil, according to Consul Frost, as their present tariff laws make the importation of cottonseed oil from America difficult. This will leave France and the outside world dependent upon Tunisian and Greek supplies, as the crop in Asia Minor is exceedingly small. The production in Southern France never supplies more than a fraction of French needs; so that buyers from America and Northern Europe will probably meet with competition in Tunis and Greece from the French buyers who ordinarily obtain their supplies from Spain and Italy.

GERMANY

CHEMIST JAILED FOR SELLING DYE SECRETS.—Dr. Paul Kappelmeier, a distinguished chemist, employed by one of the great dye companies, and president of the Union of Salaried Chemists and Engineers (Mainz branch), has been sentenced at Frankfurt-on-Main to nine months' imprisonment and a fine of 50,000 marks for the theft and attempted sale abroad of secret formulas connected with the production of coal-tar dyes. He was proved to have been in communication with a man in Zurich reported to have (Continued on page 550)

THE MARKET

Essential Oils, Aromatic Chemicals, Etc.

There are evidences of improvement in buying from widely separated parts of the country including the Northwest and some of the important Atlantic seaboard centers, but the same irregularity and spotiness which have for some months held sway continue. On the whole the movement toward better conditions is slow and uneven and encounters various obstacles. Not the least of these is the effort to reduce production costs through adjustments of wages. Demands in different primary channels reveal an undercurrent of hesitation and caution

undercurrent of hesitation and caution.

Both the manufacturing and jobbing trade are still indulging in very conservative purchasing as they are still passing through many readjustments incident to the recent depression. The sustained rise in foreign exchange, especially the pound sterling and the franc, the expectation being that the latter will cross 10 per cent in the course of another few weeks, has served to crystallize somewhat more of an optimistic sentiment for the near future. The extension of the recovery in foreign exchange, although partly due to speculative transactions, affords evidence of the betterment of the international situation and the establishment of lower domestic money rates, speaks eloquently of an improvement here. The outlook generally is not provocative of unbounded enthusiasm, but it can be conservatively called encouraging, particularly since liquidation has progressed a very long ways and the expense of doing business has been trimmed down to a working basis.

Never in the history of the essential oil trade which today stands nearer a pre-war level than any other branch of the drug chemical and allied markets has there been such widespread pirating of accepted standards as has come under review in the past few months. Essential oils are coming into the country through many unusual channels. Recently a coffee importing concern in lower Wall Street brought in a quantity of civet, while another large concern engaged in the manufacture of iron and steel products has been making offerings of large quantities of essential oils, the quality of which has been questioned. All this has served to heighten competition and due to substitutions of inferior quality material, many prices have reached the point where they can only be regarded as nominal.

Perhaps the outstanding feature as regards price developments has been the sharp appreciation of values for Ceylon oil of citronella to a basis of 55 cents in drums and 56 cents in cans as the result of an unusually heavy demand which has appeared from the soap trade. Last cables place replacement at 53½ cents a pound duty paid, and as new crop oil will not be ready for shipment until April nothing will be available to relieve the limited spot supplies until June or July.

and as new crop oil will not be ready for shipment until April nothing will be available to relieve the limited spot supplies until June or July.

Dealers who long held off filling their requirements in the more important "floral oils" endeavored to cover in after the sharp appreciation had occurred in foreign exchange. They found to their dismay that the market had experienced a complete "right-about" with African geranium from \$1.50 to \$2 a pound higher, and Bourbon vetivert approximately \$1 higher; while some choice grades of lavender now cost \$9 to replace notwithstanding that they are being quoted here at prices ranging from \$2.75 to \$4.50 a pound. Cost of importing Bourbon ylang-ylang under
(Continued on page 550)

PRICES IN THE NEW YORK MARKET

(Quotations on this page are those made by local dealers, but are subject to revision without notice because of the present unstable conditions.)

(See last page of Soap Section for Prices on Soap Materials.)

ESSENTIAL OILS	Orange, sweet, West Indies 2.25- 2.40	Diphenyloxide 90- 1.25
Almond, Bitter, per pound. \$5.00-\$5.50	Orange, sweet, Italian 3.25- Origanum, imitation3540	Ethyl Cinnamate 5.50- Eucalyptol 90- 95
Almond, S. P. A 5.50-5.75 Almond, F. F. S. "art" 1.70-2.25	Orris Root, concrete, for-	Eugenol 4.25– 4.50
Almond, Sweet True4650	eign(oz.) 5.25- 5.50	Geraniol, domestic 3.00
Almond, Peach Kernel 28- 30	Orris Root, concrete do- mestic	Geraniol, foreign 3.75- 4.00 Geranyl-Acetate 5.50-
Amber, crude 1.05- Amber, Rectified 1.40	mestic	Heliotropin, domestic 3.00-
Amyris balsamifèra 4.25-	Parsley 3.50-	Indol, C. P(oz.) 12.00
Anise	Patchouly	Iso-Butyl-Salicylate nominal Iso-Eugenol 6.25-
Aspic (spike) Spanish 1.05-1.20 French 1.50-1.75	Pennyroyal, American 2.15– 2.40 Pennyroyal, French 1.35– 1.60	Iso-Eugenol 6.25- Linalool 6.25- 6.50
Bay, Porto Rico 4.25- 4.50	Peppermint 1.85- 1.90	Linalyl Acetate 6.00-
West Indies 2.40- 2.50	Peppermint, redistilled 2.00- 2.10	Linalyl Benzoate nominal
Bergamot, 35-36 per cent 5.25-5.50	Petit Grain, So. American. 2.35- Petit Grain, French 8.00-10.00	Methyl Anthranilate 4.50- 4.75 Methyl Cinnamate 5.00- 5.50
Birch (Sweet)	Pimento 2.30-	Methyl Heptenone 9.00
Birchtar, Rectified 3.00-	Pine Needles, from Pinus	Methyl Heptine Carbon 80.00-90.00
Bois de Rose, Femelle 3.00-	Sylvestris	Methyl Paracresol 12.50–15.00 Methyl Salicylate35– .40
Cade	Rose, Turkish 8.00- 9.00	Musk Ambrette 16.00-
Calamus 500- 525	Rose, French 15.00-18.00	Musk Ketone 12.00-
Camphor, Jap, "white"2225	Rosemary, French(lb.) .65-	Musk Xylene 2.75- Nonylic Alcohol nominal
Camphor, Jap, "white"	Rosemary, Spanish5560 Rue	Phenylacetaldehyde 8.50- 9.00
Caraway Seed 1.75- 2.00	Sage 4.75	Phenylethylic Alcohol 9.50
Cardamon, Ceylon 22.00-	Sandalwood, East India 7.50-7.75	Phenylacetic Acid 4.50
Carvol 3.50-	Sassafras, artificial5558 Sassafras, natural 1.00-	Rhodinol, domestic 18.00 Rhodinol, foreign 20.00
Cassia, 75-80% Technical 1.30- Redistilled, U. S. P 1.65- 1.70	Savin. French 4.25-	Safrol
Cedar Leaf	Snake Root 17.50-	Skatol, C. P(oz.) 57.00
Cedar Wood	Spearmint	Terpineol, C. P., domestic5055 Terpineol, C. P., imported8085
Celery 11.00- Cinnamon, Ceylon 17.50-18.00	Tansy 7.50-	Terpinyl Acetate 1.75- 2.00
Citronella, Ceylon44 .46	Thyme, French, red 1.25-	Thymol 5.00- 5.25
Citronella, Java	Thyme, French, white 1.40- Thyme, Spanish, red 1.40	Violet, artificial 8.00 Vanillin
Cloves, Bourbon 2.50- 2.75		
	Vetivert Bourbon 0.00-	* DEANC
Cloves, Zanzibar 2.20- 2.30	Vetivert, Bourbon 6.00- Java	BEANS
Cloves, Zanzibar	Java 30.00- Wintergreen (genuine gaul-	Tonka Beans, Para95- 1.00
Cloves, Zanzibar 220- 2.30 Copaiba .60- Coriander 9.00- 9.50 Croton 1.15-	Java	Tonka Beans, Para 95-1.00 Tonka Beans, Angostura 1.35-1.40 Vanilla Beans, Mexican 8.00-10.00
Cloves, Zanzibar 220- 2.30 Copaiba .60- Coriander 9.00- 9.50 Croton 1.15- Cubebs 7.00-	Java	Tonka Beans, Para95– 1.00 Tonka Beans, Angostura . 1.35– 1.40 Vanilla Beans, Mexican 8.00–10.00 Vanilla Beans, cut 6.50– 7.00
Cloves, Zanzibar 220- 230 Copaiba .60- Coriander 9.00- 9.50 Croton 1.15- Cubebs 7.00- Cummin 4.75- 5.00 Dillseed 4.25-	Java 30.00- Wintergreen (genuine gaultheria) 4.25- 4.50 Wormseed 4.25- Wormwood 13.00- Ylang-Ylang, Manila 38.00-40.00	Tonka Beans, Para 95-1.00 Tonka Beans, Angostura 1.35-1.40 Vanilla Beans, Mexican 8.00-10.00 Vanilla Beans, cut 6.50-7.00 Vanilla Beans, Bourbon
Cloves, Zanzibar 220- 2.30 Copaiba .60- Coriander 9.00- 9.50 Croton 1.15- Cubebs 7.00- Cummin 4.75- 5.00 Dillseed 4.25- Erigeron 2.00-	Java	Tonka Beans, Para 95- 1.00 Tonka Beans, Angostura 1.35- 1.40 Vanilla Beans, Mexican 8.00-10.00 Vanilla Beans, Cut 6.50- 7.00 Vanilla Beans, Bourbon whole 3.00- 3.75 Vanilla Beans, Bourbon
Cloves, Zanzibar 220- 2.30 Copaiba .60- Coriander 9.00- 9.50 Croton 1.15- Cubebs .7.00- Cummin 4.75- 5.00 Dillseed 4.25- Erigeron 2.00- Eucalyptus, Aus. 70% 4555	Java 30.00- Wintergreen (genuine gaultheria) 4.25- 4.50 Wormseed 4.25- Wormwood 13.00- Ylang-Ylang, Manila 38.00-40.00	Tonka Beans, Para
Cloves, Zanzibar 220- 230 Copaiba 60- Coriander 9.00- 9.50 Croton 1.15- Cubebs 7.00- Cummin 4.75- 5.00 Dillseed 4.25- Erigeron 2.00- Eucalyptus, Aus. 70% 4.555 Fennel, Sweet 1.85-	Java 30.00- Wintergreen (genuine gaultheria) 4.25- Wormseed 4.25- Wormwood 13.00- Ylang-Ylang, Manila. 38.00-40.00 Ylang-Ylang, Bourbon. 12.00-12.50 DERIVATIVES AND CHEMICALS Acetophenone 4.75-	Tonka Beans, Para 95- 1.00 Tonka Beans, Angostura 1.35- 1.40 Vanilla Beans, Mexican 8.00-10.00 Vanilla Beans, Cit. 6.50- 7.00 Vanilla Beans, Bourbon whole 3.00- 3.75 Vanilla Beans, Tahiti yel-
Cloves, Zanzibar 220- 2.30 Copaiba 60- Coriander 9.00- 9.50 Croton 1.15- Cubebs 7.00- Cummin 4.75- 5.00 Erigeron 2.00- Eucalyptus, Aus. 70% 4.5- 5.5 Fennel, Sweet 1.85- Geranium, African 7.00- 7.50 Geranium, Bourbon 5.00-	Java 30.00- Wintergreen (genuine gaultheria) 4.25- 4.50 Wormseed 4.25- 4.25- Wormwood 13.00- 13.00- 12.00-12.50 Ylang-Ylang, Manila 38.00-40.00 12.00-12.50 DERIVATIVES AND CHEMICALS Acetophenone 4.75- Amyl Salicylate, dom 1.50-	Tonka Beans, Para
Cloves, Zanzibar 220- 230	Java 30.00- Wintergreen (genuine gaultheria) 4.25- 4.50 Wormseed 4.25- 4.5- Wormwood 13.00- 13.00- 40.00 Ylang-Ylang, Manila 38.00-40.00 12.00-12.50 DERIVATIVES AND CHEMICALS Acetophenone 4.75- Amyl Salicylate, dom 1.50- Amyl Salicylate, for 2.50- 3.00	Tonka Beans, Para 95- 1.00 Tonka Beans, Angostura 1.35- 1.40 Vanilla Beans, Mexican 8.00-10.00 Vanilla Beans, Cit 6.50- 7.00 Vanilla Beans, Bourbon whole 3.00- 3.75 Vanilla Beans, Bourbon cut 3.00- 3.75 Vanilla Beans, Tahiti yellow label 1.75- 1.85
Cloves, Zanzibar 220	Java 30.00- Wintergreen (genuine gaultheria) 4.25- 4.50 Wormseed 4.25- 4.25- Wormwood 13.00- 13.00- 12.00-12.50 Ylang-Ylang, Manila. 38.00-40.00 12.00-12.50 DERIVATIVES AND CHEMICALS Acetophenone 4.75- Amyl Salicylate, dom. 1.50- Amyl Salicylate, for 2.50- 3.00 Anethol 1.75- 1.80 Anisic Aldehyde, foreign. 4.50- 4.75	Tonka Beans, Para 95- 1.00 Tonka Beans, Angostura 1.35- 1.40 Vanilla Beans, Mexican 8.00-10.00 Vanilla Beans, Cit. 650- 7.00 Vanilla Beans, Bourbon whole Vanilla Beans, Bourbon cut 3.00- 3.75 Vanilla Beans, Tahiti yellow label 1.75- 1.85 Green label 1.70- 1.80 SUNDRIES Alcohol cologne spirits
Cloves, Zanzibar 220	Java 30.00- Wintergreen (genuine gaultheria) 4.25- 4.50 Wormseed 4.25- 4.5- Wormwood 13.00- 13.00- 40.00 Ylang-Ylang, Manila. 38.00-40.00 12.00-12.50 DERIVATIVES AND CHEMICALS Acetophenone 4.75- Amyl Salicylate, dom. 1.50- Amyl Salicylate, for. 2.50- 3.00 Anethol 1.75- 1.80 Anisic Aldehyde, foreign. 4.50- 4.75 Domestic 4.25- 4.50	Tonka Beans, Para 95- 1.00 Tonka Beans, Angostura 1.35- 1.40 Vanilla Beans, Mexican 8.00-10.00 Vanilla Beans, Bourbon whole 3.00- 3.75 Vanilla Beans, Bourbon cut 3.00- 3.75 Vanilla Beans, Tahiti yellow label 1.75- 1.85 Green label 1.70- 1.80 SUNDRIES Alcohol cologne spirits gallon 4.75- 4.90
Cloves, Zanzibar 220– 2.30 Copaiba 60– Coriander 9,00– 9,50 Croton 1.15– Cubebs 7,00– Cummin 4.75– 5,00 Dillseed 4.25– Erigeron 2,00– Eucalyptus, Aus. 70% 45– 55 Fennel, Sweet 1.85– Geranium, African 7,00– 7,50 Geranium, Bourbon 5,00– Geranium, Turkish (palma rosa) 4.25– Ginger 6.75– Gingergrass 3.25– Guaiac (Wood) 5.25	Java 30.00- Wintergreen (genuine gaultheria) 4.25- 4.50 Wormseed 4.25- 4.50 Wormwood 13.00- 13.00- Ylang-Ylang, Manila 38.00-40.00 12.00-12.50 DERIVATIVES AND CHEMICALS Acetophenone 4.75- Amyl Salicylate, dom 1.50- Amyl Salicylate, for 2.50- 3.00 Anisic Aldehyde, foreign 4.50- 4.75- 1.80 Anisic Aldehyde, foreign 4.50- 4.75- 4.50- 4.75- Benzaldehyde, domestic 1.60- 4.25- 4.50	Tonka Beans, Para
Cloves, Zanzibar 220	Java 30.00- Wintergreen (genuine gaultheria) 4.25- 4.50 Wormseed 4.25- 4.50- Wormwood 13.00- 13.00- 12.00-12.50 Ylang-Ylang, Manila. 38.00-40.00 12.00-12.50 DERIVATIVES AND CHEMICALS Acetophenone 4.75- Amyl Salicylate, dom. 1.50- 1.50- Amyl Salicylate, for 2.50- 3.00 Anethol 1.75- 1.80 Anisic Aldehyde, foreign. 4.50- 4.75- Domestic 4.25- 4.50 Benzaldehyde, domestic 1.60- Benzaldehyde, F. F. C. domestic 1.75- 2.25	Tonka Beans, Para
Cloves, Zanzibar 220	Java 30.00- Wintergreen (genuine gaultheria) 4.25- 4.50 Wormseed 4.25- 4.25- Wormwood 13.00- 13.00- Ylang-Ylang, Manila 38.00-40.00 Ylang-Ylang, Bourbon 12.00-12.50 DERIVATIVES AND CHEMICALS Acetophenone 4.75- Amyl Salicylate, dom 1.50- Amyl Salicylate, for 2.50- 3.00 Anethol 1.75- 1.80 Anisic Aldehyde, foreign 4.50- 4.75 Domestic 4.25- 4.50 Benzaldehyde, domestic 1.60- 1.60- Benzaldehyde, F. F. C. domestic 1.75- 2.25 Benzyl Acetate, domestic 1.25- 1.40	Tonka Beans, Para
Cloves, Zanzibar 220	Java 30.00- Wintergreen (genuine gaultheria) 4.25- 4.50 Wormseed 4.25- 4.25- Wormwood 13.00- 13.00- Ylang-Ylang, Manila. 38.00-40.00 Ylang-Ylang, Bourbon. 12.00-12.50 DERIVATIVES AND CHEMICALS Acetophenone 4.75- Amyl Salicylate, dom. 1.50- Amyl Salicylate, for 2.50- 3.00 Anethol 1.75- 1.80 Anisic Aldehyde, foreign. 4.50- 4.75 Domestic 4.25- 4.50 4.50- 4.75 Benzaldehyde, domestic 1.60- Benzaldehyde, foreign. 1.60- 1.75- 2.25 Benzyl Acetate, domestic 1.25- 1.40 1.40 1.25- 1.40 1.25- 1.40 1.25- 1.40 1.25- 1.20- 1.20- 1.20- 1.20- 1.20- 1.20- 1.20- 1.20- 1.20- 1.20- 1.20- 1.20- 1.20- 1.20- 1.20- 1.20- 1.20- 1.20- 1.20- 1.	Tonka Beans, Para
Cloves, Zanzibar 220	Java 30.00- Wintergreen (genuine gaultheria) 4.25- 4.50 Wormseed 4.25- Wormwood 13.00- Ylang-Ylang, Manila 38.00-40.00 Ylang-Ylang, Bourbon 12.00-12.50 DERIVATIVES AND CHEMICALS Acetophenone 4.75- Amyl Salicylate, dom 1.50- Amyl Salicylate, for 2.50- 3.00 Anethol 1.75- 1.80 Anisic Aldehyde, foreign 4.50- 4.75 Domestic 4.25- 4.50 Benzaldehyde, domestic 1.60- Benzaldehyde, F. F. C. domestic 1.75- 2.25 Benzyl Acetate, domestic 1.25- 1.40 Benzyl Acetate, foreign 1.85- 2.00 Benzyl Acetate, foreign 1.85- 2.00 Benzyl Alcohol 2.00-	Tonka Beans, Para
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Cloves, Zanzibar Cloves, Zan	Java 30.00 Wintergreen (genuine gaultheria) 4.25 4.50 Wormseed 4.25 4.50 Wormwood 13.00 Ylang-Ylang, Manila 38.00 40.00 Ylang-Ylang, Bourbon 12.00 12.50 DERIVATIVES AND CHEMICALS Acetophenone 4.75 Amyl Salicylate, dom 1.50 Amyl Salicylate, for 2.50 3.00 Annisic Aldehyde, foreign 4.50 4.75 Domestic 4.25 4.50 Benzaldehyde, domestic 1.60 Benzaldehyde, F. F. C. domestic 1.75 2.25 Benzaldehyde, foreign 1.85 2.00 Benzyl Acetate, domestic 1.25 1.40 Benzyl Acetate, foreign 1.85 2.00 Benzyl Alcohol 2.00 9 Benzyl Benzoate 1.75 Borneol 3.50 Bornylacetate 5.00	Tonka Beans, Para
Cloves, Zanzibar Cloves, Zan	Java 30.00 Wintergreen (genuine gaultheria) 4.25 4.50 Wormseed 4.25 Wormwood 13.00 Ylang-Ylang, Manila 38.00 40.00 Ylang-Ylang, Bourbon 12.00 12.50 DERIVATIVES AND CHEMICALS Acetophenone 4.75 Amyl Salicylate, dom 1.50 Amyl Salicylate, for 2.50 3.00 Anethol 1.75 1.80 Anisic Aldehyde, foreign 4.50 4.75 Domestic 4.25 4.50 Benzaldehyde, domestic 1.60 Benzaldehyde, F. F. C. domestic 1.75 2.25 Benzyl Acetate, domestic 1.25 1.40 Benzyl Acetate, foreign 1.85 2.00 Benzyl Benzoate 1.75 Bornylacetate 5.00 Bornylacetate 5.00 Bromstyrol 6.50	Tonka Beans, Para
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Cloves, Zanzibar Cloves, Zanzibar Cloves, Zanzibar Cloves, Copaiba Cloves,	Java 30.00 Wintergreen (genuine gaultheria) 4.25 4.50 Wormseed 4.25 4.25 Wormwood 13.00 Ylang-Ylang, Manila 38.00 40.00 Ylang-Ylang, Bourbon 12.00 12.50 DERIVATIVES AND CHEMICALS Acetophenone 4.75 Amyl Salicylate, dom 1.50 Amyl Salicylate, for 2.50 3.00 Anethol 1.75 1.80 Anisic Aldehyde, foreign 4.50 4.75 Domestic 4.25 4.50 Benzaldehyde, foreign 1.60 Benzaldehyde, F. F. C. domestic 1.75 Benzyl Acetate, domestic 1.75 Benzyl Acetate, foreign 1.85 2.00 Benzyl Alcohol 2.00 6 Benzyl Alcohol 2.00 6 Benzyl Benzoate 1.75 Borneol 3.50 Carvol 3.50 Cinnamic Aldehyde 4.75 Citronellol, domestic 10.00 Citronellol, domestic 10.00 Citronellol, foreign 12.00 14.00 Cumarin, natural 12.50 15.00 Cumarin, natural 12.50 15.00 Cumarin, artificial, domestic 3.75	Tonka Beans, Para

THE MARKET

(Continued from page 548)

went a precipitate advance and the possibility of replacing at anything like the \$12 to \$12.50 a pound quotation prevailing on spot was freely questioned.

While competition in the general trade serves to keep values from showing any sharp appreciation, it is notable, that there have been more advances in the period under review than during any corresponding period in months. Through a larger demand, and a rise in the foreign exchange markets most of the important Italian essential oils have gone up. The buying here has been along broader lines generally. Indicative of the failure of prices to reflect replacement costs is the continuance of selling prices for boise de rose femmelle at \$3 @ \$3.50 a pound, when actual cost of bringing the oil in has gone up to \$3.75. Many other oils are in the same position and the opinion is expressed that they will show substantial appreciation before long.

Aromatic Chemicals

Despite the lack of any progress in the matter of tariff legislation, the market for aromatic chemical products utilized in the perfumery trade has shown unmistakable signs of strength and quite a few products are now headed toward higher levels. The outstanding feature is an advance in musk ambrette to \$16 and an advance in ketone \$12, under the stimulus of shrinking stocks. A \$2 advance has also occurred in phenylethylic alcohol to \$9.50 a pound, while stocks of benzyl-alcohol are only replaceable at an advance of \$1. Benzyl-benzoate has advanced to \$175.

\$1.75.

There are a number of downward revisions none of which have been precipitate. The latter include the easing down of cinnamic alcohol to \$14 a pound; a drop of 25 cents in synthetic coumarin to \$3.50 @ \$3.75; a 40 cent drop in anethol to \$1.75@ \$1.80 a pound; a decline of \$1 in citral to \$3.25 a pound; and a slightly easier tone in safrol as well as terpinyl-acetate which is offered at \$1.75@ \$2. The high price of vanilla beans has prompted good buying of vanillin on the basis of 55 @ 60 cents an ounce, while methyl-salicylate has been moving more freely at 35 @ 40 cents a pound, the inside price being quoted both by makers and resellers.

Natural Products and Sundries

A decline of \$3 a pound in Tonquin grain musks to \$29 a pound was a feature during the month. A decidedly better buying movement has been witnessed in the market for menthol. Speculation in some of the important Japanese products is reported to be reviving and among these it is expected that menthol will quickly assume a position of market leadership. The movement of cologne spirits alcohol into consumption is reported to be about up to the average for this season of the year, although there is but little exporting in evidence at this time. Orris roots and tales reflect the improvement in foreign exchanges.

Vanilla Beans

So extensive have been the requisitions on the old remaining stocks of Mexican vanilla beans that not more than 10,000 pounds are believed to remain in the hands of dealers in New York, as against something like 50,000 pounds which would be a normal stock for this time of the year. Prices have advanced further and are now established on the basis of \$8.00 @ \$10.00 a pound for whole beans and \$6.50 @ \$7 a pound for the cut varieties. A factor making for strength in this market is the fact that the entire stock amounting to something like 50,000 pounds available in Mexico has been bought up by New York dealers. Reports from Mexico speak hopefully of petroleum being struck in the vanilla bean curing districts around Pampatala. If this should prove to be the case, the vanilla bean industry will no doubt be moved to an entirely different sector in Mexico.

The arrivals of Bourbon vanilla have been readily absorbed through the increased purchasing on the part of the extract trade many of whom have turned away from the higher priced Mexican vanilla bean and have taken Bourbons. Stocks of Bourbon have been getting scarce right along it is reported by different authorities who point out that the crop of cuts will be the smallest in years.

FOREIGN CORRESPONDENCE

(Continued from page 548)

been engaged in the attempt to procure German personnel and particulars of German processes for the United States dye industry.

HUNGARY

IMPORTABLE WITHOUT LICENSE.—According to a decree of November 25, 1921, the following commodities may be imported into Hungary without license: Lard, tallow, vegetable oils, rosin and all kinds of fertilizers.

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OUTPUT OF OLIVES AND OLIVE OIL.—Cable from Rome: The season has been favorable for the gathering of olives. The yield in 1921 is estimated at 22,046,300 pounds, as compared with 26,896,500 in 1920 and an average of 25,482,500 for the last five years. The yield in oil is estimated at 3,747,900 pounds, against 3,769,900 in 1920 and an average of 3,863,000 for the previous five years. The olive crop is 82 per cent that of 1920, while the olive-oil production is practically the same.

TREATMENT OF GOODS IN TRANSIT.—The American consul general at Genoa has called attention to the necessity of showing upon the shipping documents the ultimate destination of goods shipping in transit through Italy to countries beyond. Considerable difficulty has been experienced in obtaining the consent of the authorities to reexport goods subject to embargo when the final destination was not given. The regulations in force during the war are still in effect, and all goods shipped to Italy in transit for another country should have this fact plainly and clearly indicated on the shipping documents, for example, by the use of the words "Genoa, Italy, in transit for Alexandria, Egypt," or "for Saloniki, Greece," as the case may be.

SPANISH MOROCCO.

SOAPS.—Commercial Attache Chester Lloyd Jones at Madrid says of the commerce of Melilla, Spanish Moroco: The soap that comes into the Melilla market is purchased chiefly in Great Britain, being almost a British monopoly. There is no prejudice in favor of a single brand of soap, but that most widely used is the variety known by the British as blue mottled and by the Spanish as pinto and. There is a small market for carbolic soaps for the hands and a still smaller sale of other toilet soaps, especially those put up in attractive boxes, three cakes to the box to retail at not more than 0.50 peseta (about 10 cents) per box.

SWITZERLAND

Swiss FAIR Opens in April.—The sixth annual Swiss Sample Fair will take place in the great Exhibition Building at Basle, its permanent home, from April 22 to May 2 Steadily increasing popularity of the five preceding exhibitions justifies the belief that 1922 will surpass by far the best of them.

News Permeates Every Page.

The text pages of the American Perfumer and Essential Oil Review do not contain all of the news. You must read the advertising pages also to get the full benefit



SOAP NEWS ON OTHER PAGES

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The present limitations of the SOAP SECTION, on account of the pressure on our text page space, and the fact that numerous soap trade items are of interest to readers who are not directly in the soap line, suggest the advisability of readers of this section scanning other departments. This month we chronicle in our Obituary Department the death of Charles R. White. In our Trade Notes we print some account of the new factory of the Houchin-Aiken Co. and in our Washington correspondence there always is something of interest to the soap industry outside of what may be printed in this section. So with Patents and Trade Marks, Foreign Correspondence and the Editorials. In fact, our soap friends cannot afford to miss any pages.

SOAP CASES AT WASHINGTON

The Procter & Gamble Co, has filed an answer with the Federal Trade Commission to the Commission's complaint against the firm, that in the manufacture of soap and washing powder, the company "does not make use of naphtha as one of the constituent ingredients of the said commodities," and stating that it does not use a petroleum distillate instead of naphtha as was alleged in the complaint. The company says that the word "naph ha" is both a generic term applied to petroleum and a very general term applied to a wide range of petroleum distillates and further that the petroleum distillate used by them is known as "naphtha." The company admits that it uses naphtha to the extent of less than 2 per cent of the whole ingredients, as alleged in the complaint, "but denies that the said naphtha is substantially all lost to said commodities by the time they reach the ultimate consumer so that they contain no appreciable amount of such naphtha."

The Commission has cited Crofts & Reed Co., and the Polonia Soap Co., both of Chicago, for unfair competition. The citations are based upon petitions filed by a competing firm. Thirty days are allowed for the filing of the an-

The complaints charge that false brands are used on certain of the companies' soaps. Samples of the brands used are "Olive Bouquet" and "Olive Castille" applied to soaps which are said to contain no olive oil; "Medicinal Toilet Soap" applied to soaps which are said to contain no medicine and no drug; "Peroxide Soap" applied to soap which is said to contain no peroxide of hydrogen; "Palm Coco" and "Palmo" applied to soaps which are said to contain no palm oil; "Witchazel" applied to soaps which are said to contain no appreciable quantity of witchhazel nor the extract of witchhazel; and "Buttermilk" applied to soap which is said to contain no buttermilk.

The complaint recites that there is a general belief among the public that soaps made of olive oil, palm oil or a combination of these oils are of better quality and milder than soaps made of animal fats, and possess certain qualities beneficial to the human skin not possessed by soaps made of animal fats. For this reason the alleged false branding used by these companies mislead the public into the belief that the soaps carrying these brands are made of and contain the substances set out in the names, and that the public is thereby induced to purchase these soaps by false representations.

VEGETABLE OIL AND POTASH TARIFF

Declaring that the proposed tariff rates in sections 49 and 50 of the Fordney bill, covering animal and vegetable oils will deprive the soap manufacturer of his principal supply of soap-making fat, the soap manufacturers of Cincinnati have demanded that these necessaries be retained upon the free list, in a letter sent to United States Senator Richard P. Ernest of Kentucky, urging him to obtain equitable consideration of the matter.

The soap manufacturers' action was approved by the directors of the Chamber of Commerce. Cincinnati is one of the largest manufacturers of soaps in the world, and it was felt that so vast an interest should receive full cooperation. The soapmakers' letter protests against "the misstatements and gross misrepresentation of facts by representatives of the dairy interests before the Senate Finance Committee on the subject of the use of foreign vegetable oils." The claim is made that but 4 per cent of such oils are used in making food products.

The manufacturers signing the petition are the Procter & Gamble Co., the Globe Soap Co., the Cincinnati Soap Co., the Andrew Jergens Co., the Ryan Soap Co., the Remmers Soap Co., and the Emery Candle Co.

The proposed tariff on potash was voted against by the National Agricultural Conference recently in adopting the report of its Committee on Foreign Composition and Demand. The resolution follows: "This conference considers that the imposition of a tariff on potash would be detrimental to the agricultural interests of the nation and therefore opposes the placing of any duty or tariff thereon.

FIND GERMAN POTASH NOT DUMPED

The report of the Customs Service on the dumping of German potash in the United States has been approved by the Secretary of the Treasury. The Customs Service found that there was no dumping. A letter has been received by Congressmen and government officials from a prominent importer in New York City, who states that the German Government has instituted a new regulation whereby German goods exported must be a certain percentage higher than the domestic price and the difference-between the domestic selling price and the foreign selling.

price must be turned over to the German Government. The letter states that the German Government has issued this regulation so that the money obtained in this way can be used for reparation purposes.

GERMAN POTASH PRODUCTION

The German Potash Syndicate has issued figures in its semi-annual statement placing Germany's production of potash salts during the first six months of 1921 at 4,454,261 metric tons, or 497,373 tons of pure potash.

The sales during the same period, according to the syndicate, amounted to 1,546,353 tons of potash salts, or 366,633 tons of pure potash. The difference between the figures of production and those of sales is due to the loss of weight in the process of working up. Most of the sales (1,408,911 tons of salts, or 333,281 tons of pure potash) were made in the domestic market. The remainder (137,442 tons of salts, or 33,352 tons of pure potash) was sold in relatively small quantities, as compared with before the war, to the Netherlands, England, Czechoslovakia, Austria, Italy, and Spain.

During 1920 Germany produced 11,386,439 metric tons of potash salts, of which 4,313,325 tons were sold, while sales of pure potash amounted to 923,643 metric tons.

COTTONSEED OIL SOAP STOCK.

By Dr. H. KEUTGEN.

Cottonseed oil is generally refined with soda lye to remove all albuminous, mucinous and resinous substances, pigments and bitter principles. Sulfuric acid is used for the refining of cottonseed oils that are only used for illuminating and other technical purposes, and not for the manufacture of edible oils, compound lard, oleomargarine, etc. Cottonseed oil destined for the manufacture of soap is refined with soda lye in almost all cases.

The purification with acid is accomplished in the following manner.: One to four per cent of sulfuric acid are added, according to the quality of the oil. After prolonged stirring the oil is permitted to settle. The almost black residue of the refining process is gradually precipitated, so that it can be separated from the clear oil without difficulty. To complete the process the residue or acid tar has to be boiled and washed thoroughly several times. The substance obtained in this manner is called "black grease." This name has also been applied to the dark, fatty acids obtained from the mucilage or soap stock, the residue of oil refined with alkali.

The composition of the acid black greases varies greatly. Ten analyses of American black grease furnished the following average result: Water and substances volatile at 100° C. 4.71%, ash 1.01%, free sulfuric acid 5/13%, neutral fat 6.73%, free fatty acids 39.42%, tar, impurities and difference 42.90%. The transformation of the black grease obtained by refining cottonseed oil with acid into clear fatty acids for the manufacture of soap is very difficult and can only be accomplished with the aid of distillation. Sometimes the black grease is acidified before the distillation, to destroy the neutral fat. The author knows from practical experience, however, that it is better to omit acidification. If the acid black grease has been acidified and not sufficiently purified by settling, a viscous, gum-like or hard residue of 45-55% remains in the retort after the distillation. Even in the most favorable cases, if the fatty acids have been well cleared and not acidified, the pitch remaining

in the retort amounts to 25-30%. Sometimes the acid black grease contains 10-20% neutral fat, or 20-25% when washed, purified and dried. In this case the neutral fat has to be split as much as possible in the usual manner, and the autoclave method is best suited for this purpose.

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Formerly the cottonseed oil refined with alkali could not be used for illuminating purposes, because of the fact the soap residues contained in it formed ashes when burned and clogged with wigs, but this difficulty has been overcome. A product entirely free from ash is now obtained by washing the cottonseed oil refined with lye with acidified water. The soap stock remaining after the cottonseed oil has been treated with lye is more useful in every respect than the acid black grease. Today the greater part of the cottonseed oil is refined with soda lye, especially if the oil is destined for the manufacture of soap. The precipitates obtained by this process are called mucilage or soap stock, and on the average amount to about 9% of the crude cottonseed oil.

Analyses of Egyptian soap stock of a rather light brown color for instance furnished the following results: Water and substances volatile at 100° C. 47.10%, fatty acid in the form of neutral fat 32.56%, total fatty acids 43.93%, fatty acids in the form of soaps 11.37%, impurities 9.34%. The impurities of cottonseed oil, as proved by Fahrion, consist principally of oxy fatty acids.

American soap stock may be used directly for the production of soap. If very light soaps are desired chloride of lime serves as a bleaching agent. The production of glycerine from the spent lye formed in the manufacture of grain soap from soap stock is extremely difficult. This lye is very dark, viscous or gelatinous and contains the soap of the oxy fatty acids, together with a number of mechanical impurities. For the manufacture of filled soaps the soap stock is only used in comparatively rare cases.

distilled fatty acids from soap stock. Other soap stocks from pure oils, for instance cocoanut and palm oil, offer no difficulties when they are used for the production of light fatty acids or soaps and do not require bleaching agents or distillation. Soap stock from the soya bean oil, and the soap produced from the stock, can be bleached with chloride of lime, sodium peroxide, and sometimes also with perborate, while the bleaching of the mixture of neutral oil and fatty acids separated with the aid of acid may be accomplished with bichromate and sulfuric acid, if the free fatty acids are not too high. The distillation of the fatty acids after the saponification of the soya soap stock furnishes a very large yield and an almost pure white distillate.—Seifensieder-Zeitung, vol. 48, No. 16, April 21, 1921.

Soap Manufacture at Lorenço Marques

British consular report from Portuguese East Africa, just published, says: In 1917 a soap and oil factory was started, in which British capital is interested, to produce soap and oil from the very plentiful supplies of oil-seeds obtainable in this country. Its annual output was stated to be forty thousand cases of soap and two thousand tons of oil, the latter mostly for the Rand.

Two Anglo-Japanese Soap Rumors Denied

Brunner, Mond & Co. announce that the statement that Brunner, Mond & Co. have stopped selling in Japan, is untrue. The report that there is an understanding between Messrs. Brunner, Mond & Co. and the Magadi Soda Co. also is denied.

THE HYDROGENATED OILS IN THE SOAP INDUSTRY*

By M. O. STEFFAN

The hydrogenation of liquid oils, that is, their transformation into solid, tallowy fats, has become a very important technical factor in the soap industry. Formerly there was always a lack of solid fat materials and the consumers objected to the softness of the soap cakes, which often had to be dried for a considerable time before they became marketable. Liquid oils are produced by nature in far greater quantities than solid fats, and before the introduction of the hydrogenation process there was a surplus of certain varieties of oil. The scarcity of solid fats available for the soap industry was intensified further by new refining methods which made the production of excellent edible fats from technical fats and oils possible. Something had to be done in view of the fact that the manufacturers of edible fats not only monopolized the entire domestic supply of raw tallow, but also started to use cocoanut oil, palm oil, etc., on a large scale. These oils, next to tallow, form the most suitable base for the manufacture of hard soaps.

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The solution of the problem of oil hydrogenation was attempted from various view points, but all of these efforts remained unsuccessful for a long time. Only a few years before the World War the contact method of Leprince & Sieveke in Herford was technically improved in such a manner that it became useful to the industry. In all civilized countries scientifically conducted large plants sprang up and transformed enormous quantities of liquid oils into solid fats, not only for the manufacture of edible fats, but also for technical purposes, by hardening them with hydrogen and a metal or metal oxide as contact substance. The most important plants for manufacture of hydrogenated oils were: Germania Oil Works in Emmerich on the Rhine; Bremen-Besigheim Oil Works in Bremen; Grossgerau-Bremen Oil Works in Bremen; Hydrogen Oil Works in Ammendorf; George Schicht Co. Ltd. in Aussig; Centra Co. in Vienna; Anton Jurgens in Oss; D-No-Fa Co. in Frederikstad; Vera Co. in Sandefjord; Crossfield & Sons in Warrington, etc.

The principal raw materials used for the production of solid fats for technical purposes were blubbers (especially whale oil), linseed oil, sesame oil, peanut oil, rapeseed oil and castor oil, and the hardened oils entered the market under many names, such as Talgite, telgol, candelite, crutolin, linolith, lisogen, linite, brebesol, coryphol, etc. During the war further progress was made in the hydrogenation of oils. The Central Powers were cut off from the oil and fat markets of the world and had to make every possible effort to produce hardened edible fats from maize oil, poppy-seed oil and rape seed oil, in order to relieve the almost unbearable conditions caused by the scarcity of butter and animal margarines. With the conclusion of peace the importation of oil seeds and liquid oils was resumed at once and it has increased steadily, in spite of the difficulties caused by the exchange rate. All of the large hydrogenation works are again in full operation and able to supply the enormous demand for solid fats. Furthermore, the number of plants for the hardening of oils has increased to such an extent that the soap industry no longer has to fear a shortage of solid fat materials. In their chemical composition the hardened oils resemble

the original materials to a certain degree, on account of the fact that the hydrogenation is never complete. The saturated glycerides contained in the oils (stearin, palmitin, arachin, etc.) remain unchanged, and only a part of the unsaturated glycerides (olein, inolein, etc.) are transformed into saturated products. Hardened fats with a melting point of 40-45° C. therefor often still contain 50-60% of unsaturated glycerides.

Comparison of the physical characteristics of the hardened oils with those of the original materials shows an increase of the melting or solidification point that goes hand in hand with a decrease of the iodine number. Both of these symptoms are caused by the partial saturation of the unsaturated glycerides. The color of the hydrogenated oils is generally lighter than that of the original materials, but the most important advantage to be noted is the improvement of the odor. Train oils and blubbers which before the hydrogenation have a most offensive smell, because of their clupondonic acid content, are changed into almost odorless fats by the hardening process. At first the solid fats obtained from blubber had a penetrating empyreumatic odor which was transmitted to the soaps manufactured from the product. It was discovered, however, that this unpleasant odor did not come from the used whale oil, but was caused by certain decompositions produced by excessive temperatures during the hydrogenation process. This defect was eliminated by constant improvements of the working methods. Today the hardened train oils now form an excellent raw material for the manufacture of laundry, textile and toilet soaps. Formerly, in their original state, these oils could only be used for the production of ill-smelling soft soaps.

Much distrust had to be overcome when the hardened oils were first introduced in the soap industry. The soap maker, as a rule, is a very conservative person and treats all innovations with skepticism. The prejudice was intensified by certain mistakes and the fact that the quantities of hardened oils used for the various soap mixtures were too large. The appearance of the new fat material was tempting, its consistency promised good, hard soaps, the price was satisfactory and advertisements recommended the new fat as a perfect substitute for palm oil and tallow. Under these circumstances it was not surprising that some of the soap manufacturers used too much of the good thing. The result was a very light colored, but unfortunately extremely hard and brittle soap which was only diffcultly soluble in water and lathered little or not at all. This disadvantage was not only observed in grain soaps boiled on spent lye, but also in carefully grained soaps produced on

The same defect was apparent in resin soaps. Even soaps with a high resin content showed rents and fissures after they had been cooled and pressed, and they were almost as difficultly soluble as the non-resinic brands. To a larger or smaller extent the use of hardened oils for base soaps for toilet soaps likewise produced disappointing results. These soaps have to be pliable and plastic, so that they can be plodded easily and pass smoothly through the mouthpiece of the plodder without forming scales. When first manufactured from hardened oils they proved to be too brittle and their use for toilet soaps was difficult.

[°]From Seifensieder-Zeitung, Vol. 48, No. 27, July 7, 1921. Page

The troubles mentioned were first experienced in the use of the original hydrogenation products, especially whale oil which was marketed as talgol, talgit, candelite, etc., but the results obtained later with hardened linseed oil (linolith, linite, etc.) and the hydrogenation products of other oils proved equally disappointing. The prejudice against hydrogenated fat products from drying oils was not justified, however. Linseed oil could formerly only be used for soft soaps. Being too mineral it was unsuited for bar soaps and the unsaturated fatty acids contained in it (linoleic and linolenic acid) in a short time caused the formation of yellowish-red to brown spots on the surface of the soap and made the latter unmarketable. Hydrogenated linseed oil, however, has been found very suitable for bar soaps. The dreaded yellow spots do not appear, even if the soaps are kept in storage for a long time. This hardened oil may therefore be used not only for the manufacture of grain soaps, but also for toilet soap bases. The peculiar fishy smell of linseed oil soaps is no longer noticeable in soaps manufactured from hardened linseed oil. The light reddish discoloration first observed in soaps from linolith is now avoided by proper mixing and graining

In soaps from hardened poppy-seed, rape seed, maize and soya bean oils no disturbances were observed in regard to the odor and color, but the first soaps of this kind also showed greater brittleness, poor solubility and little lathering capacity. The same mistake had been made in this case; the percentage of the new material used by the manufacturers was too high,

(To be continued)

MAKING SHAVING SOAP PAR EXCELLENCE

In the manufacture of shaving soap a great deal of care must be exercised, in order to produce a specimen with qualities par excellence, says a contemporary. They should cause no irritation; this is easily overcome by having a perfectly neutral soap, with the carbonate not exceeding 0.2 per cent, In addition, the quantities of cocoanut or palm-kernel oils should be limited to 15 per cent. The soothing and emollient properties may be improved by the introduction of a number of substances as paraffin wax, gum tragacanth, etc. It is found that the addition of 5-10 per cent of glycerine, or a few per cent lanolin, would bring about the desired result. When using gum tragacanth, about 6 per cent of a 15 per cent aqueous solution is added during the milling process.

A number of manufacturers having made a name for their soap, it is often difficult to place a new kind on the market, though it may possess all the qualities required. The best raw materials to use are good white tallow and Cochin cocoanut oil, though many excellent boiled soaps may be worked up from pale bone fat, lard, palm-kernel oil, artificially treated whale oils, etc. The most suitable proportions are 1 part of cocoanut to 9 parts of tallow with a small quantity of castor oil to give ease of lather. The lyes used should contain at least 50 per cent of caustic potash, as this tends to give permanence to the lather. And any reduction in its quantity, though cheapening the cost, will greatly impair the finished article.

If the boiling process is going to be used, it must be remembered that potash and soda soaps cannot be made together; because double decomposition takes place when the soap is grained. However, there are two methods which may be substituted. In the first instance, to proceed as a cold process, similar to the making of soft soap. And the second way, a far better one, is to manufacture a good No. 1 milling soap from pure tallows and Cochin cocoanut oil. This is then re-melted, and crutched in with a potash

soap made by direct neutralization of the fatty acids (stearic) with caustic potash; and the soap thus produced

is run into frames to cool.

The boiling process is carried out in the following man-The mixed fats are melted in a pan made of mild steel. The preliminary operation of pasting is carried out with small quantities of rather weak lyes (about 3 per cent strength); if stronger, there is a tendency to grain the soap. To hasten the formation of a paste a few scraps from a previous batch may be added. After a thorough boil up, it is allowed to stand until the following afternoon, when it is carefully salted out, the lyes being withdrawn the next morning. The contents of the pan should now be boiled with a further quantity of stronger lye (6 per cent strength).

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The completion of saponification and obtaining soap without caustic taste requires much care and experience. Fitting is controlled by treating samples with phenolphthalein, and balancing the excess with fresh lye or cocoanut oil, as the case may be. But before finally testing, the soap should be well boiled for five or six hours to ensure complete saponification. Brine solution is added to just grain the soap, so that a flake falls from the paddle with slight difficulty. After 48 hours the brine liquor is withdrawn, and the soap allowed to stand a further 24 hours. Then the scum, if any, on the surface is removed. The purest soap occupying the center part being some 90 per cent of the whole. And the under layer is utilized in future

workings

The following recipes will be found useful for scenting the finished soap, in each case the quantities being for cwt. I. 18 oz. clymene, 14 oz. sandalwood oil, 14 oz. of balsam of Peru, 6 oz. jasmin S, 5 oz. Bois de Rhodes, 4 oz. musk crystals, 4 oz. irisome alpha, 2 oz. Algerian geranium, 1 oz. jasmin de Laire, 1 oz. patchouli, 1 oz. benzylacetate. II. 12 oz. bergamot, 12 oz. rhodinol, 6 oz. jasmin S, 6 oz. II. 12 oz. bergamot, 12 oz. rhodinol, 6 oz. jasmin S, 6 oz. amyl salicylate, 4 oz. musk crystals, 4 oz. cedarwood oil, 4 oz. sandalwood oil, 2 oz. artificial neroli, 1 oz. orange, 1 oz. iemon, 1 oz. ambergris, 8 drams natural civet. III. 16 oz. nicosia pour savon, 12 oz. rhodinol, 7 oz. jasmin S, 6 oz. sandalwood oil, 6 oz. cedarwood oil, 2 oz. musk crystals, 2 oz. ambrettol, 0.5 oz. jasmin de Laire. IV. 16 oz. spike lavender, 4 oz. Algerian geranium, 1 oz. red thyme, 1.5 dram miel de Laire, 1 oz. geranium crystals, 2 oz. musk crystals. V. 11 oz. Bourbon geranium, 5 oz. French lavender, 4 oz. musk crystals, 2 oz. geranium crystals, 2 oz. clove oil clove oil.

MANUFACTURE OF SOAP POWDER

According to German Patent 310,122, A. Imhausen, of Witten (Ruhr), Germany, has patented a new process for the manufacture of soap powder. These washing powders have so far been made by allowing the soap paste, with which calcined soda is mixed, to cool or "set" in crystallizing pans. This, however, it is said, requires relatively speaking a long period of time and, consequently many processes and means have already been tried, with a view because and means nave already been tried, with a view to accelerating the setting period, but all of these methods had the drawback that much too large a surface was required for cooling purposes. Attempts have also already been made to make soap powder by introducing cold air into the hot soap paste, but even so the desired effect has not been secured. In contradistinction to these known processes, the novel feature of the present invention consists in the fact that the liquid soap paste is first of all expenditures. in the fact that the liquid soap paste is, first of all, strongly cooled off (if necessary, below freezing point), whereupon the temperature is again slowly raised to its initial figure A refrigerating machine is used for the cooling process, a current of cold air being either blown into the soap paste, or else it can be cooled in a suitable double-walled receptacle, at the same time. By means of this double process the paste, says the Seifensieder Zeitung, is first strongly cooled and then slowly reheated, the effect desired is being secured in the mostly reheated, the effect desired is being secured in the most satisfactory manner. By this sharp cooling the crystallizing process is materially ac-celerated, and the soap powder retains its crystalline form. If the paste be kept in motion whilst cooling, then a fine crystalline powder will be obtained, so that the grinding process, hitherto always necessary, can now be dispensed

PHASES OF BRAZIL'S SOAP INDUSTRY

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ling ised A report on the soap industry in Brazil has just been submitted to the Department of Commerce by P. S. Smith, a special agent. He says in part:
"Brazilian companies are able to turn out all of the laundry and cheap house soap required in that country, using as a basis the fats and greases obtained in their immediate neighborhood. A great many types of toilet soap are also being produced, and although it is said that Brazil is inde-pendent from outside sources for goods of this nature, yet it is admitted that the foreign product is superior to the native goods.

"The chemicals required, including rosin, soda ash, coloring matter, and perfumes, must all be imported. Rosin comes exclusively from the United States, while England has had almost a monopoly on the soda trade. In order to compete successfully for this business, it will be necessary to have active agents, who can keep on hand a suitable stock from which to make immediate deliveries. It will be necessary also to offer prices as low, or perhaps slightly lower, than prices for chemicals already known on the market in order to induce users to adopt a new brand. The yearly importation of soda averages 10,000 tons, which makes it a business well worth striving for. It was thought a few years ago that recently formed domestic companies would be able to supply the local market, but with the resumption of free trade in this material after the war, it was found that the domestic product was more expensive than the imported, and this at once killed all prospects of local competition. The finer materials, including essential oils and coloring matter, play a comparatively small part in the soap-making industry, and European houses have been able to secure practically all of the business up to the

"Since a greater part of the soap is made in a compara-tively simple manner, the market for soap-making machinery is limited, but each year appears to bring improvements in this direction, so that the opportunities should not be

overlooked.

STANDARD GLASS ROSIN TYPES PLACED

Standard glass rosin types and grading equipment prepared by the Bureau of Chemistry, United States Department of Agriculture, are located in the following places for the use of rosin dealers and others: Bureau of Chemistry, U. S. Deparment of Agriculture, Washington, D. C.; Supervising Inspector of Naval Stores, Board of Trade, Savannah; Supervising Inspector of Naval Stores, Jacksonville; Board of Trade, Brunswick, Ga.; Chambers of Commerce at Pensacola, Mobile, Philadelphia; Turpentine and Rosin Producers' Associations, New Orleans; Supervising Inspector of Naval Stores, Produce Exchange, New York; U. S. Food & Drug Inspection Laboratories at Boston, Mass, Chicago, San Francisco; J. C. Drouillard Co., Cleveland; Detroit Oil, Paint & Varnish Club, Detroit; Chairman Naval Stores Committee, National Paint, Oil & Varnish Association, care of Isaac Winkler & Bro. Co., Cincinnati. cinnati.

Statistics of Power Laundries

The Department of Commerce, through the Bureau of The Department of Commerce, through the Bureau of the Census, announces that according to the census of manufactures for 1920, covering 1919, there were 5.678 power laundries in the United States employing 132,369 wage-earners and 15,176 salaried employees, paying out in wages \$92,899,000 and in salaries \$22,698,000 and receiving for work done, \$236,382,000. While the number of wage-earners employed increased only from 130,641 in 1914 to 132,369 in 1919, the wages paid increased from \$59,471,000 in 1914 to over \$92,899,000 in 1919 and the amount received for work increased from \$142,503,000 in 1914 to \$236,382,000 in 1919.

Cocoanut Oil Imports in December

Imports of cocoanut oil during December totaled 2,780,687 gallons, valued at \$1,512,953, according to records of the U. S. Bureau of Foreign and Domestic Commerce. Of this amount the Philippine Islands furnished 2,683,265 gallons.

FEATURES OF SOAP MATERIAL MARKET

(Continued from next page)

at 11½ @ 12 cents for the No. 1 and 10½ @ 10% cents for the No. 3. No special activity was apparent in peanut oil which was steady at 8 to 8½ cents f.o.b. mills in the South, while the Oriental crude was held at 8 cents in seller's tanks on the Coast. Easier conditions prevailed on olive oil foots which sold at 8½ to 8½ cents with shipment prices held at 7¾ @ 8 cents against 8 @ 8¼ cents spot. The denatured was held at \$1.10 @ \$1.15 cooperage

Industrial Chemicals

Business in industrial chemicals which enter into the soap making and allied lines appears to have been broadening out since the first of the year and factors in this market now look for a sustained improvement during the Spring months. The general desire on the part of the consuming trade to deal with manufacturers rather than with importers is attested by the increased volume of bookings reported by the former interests. The rise in foreign exchange has naturally increased the cost of importing productions from Germany, England and other European sources of supply, with the result that spot prices here evince greater stability. Producers are lower in their views on soda ash at the works with offerings on the basis of \$1.27 basis of 48 per cent in single bags, with barrels, bringing about 20 cents a hundred pounds over the burlap containers. The spot market is steady at \$1.65 in barrels, bringing about 20 cents a hundred pounds over the burlap containers. The spot market is steady at \$1.65 in bags in carlots; and at \$1.90 for barrels in carlots with the dense quoted at \$1.80 per 100 pounds in carlots bags and \$2 a hundred in barrels. A better volume of export buying has appeared in caustic soda at as high as \$3.25 a hundred f.a.s., while spot material has been held at \$3.25 @ \$3.35 per 100 pounds. Caustic potash on spot is being offered below the price of shipment material, as sellers have experienced difficulty in moving their supplies even at concessions. Once rid of the resale material it is thought the market would be in line for a substantial advance. More activity has developed in carbonate of potash at 4½ @ 6 cents for the 80 to 85 per cent, and 6 to 12 cents for the 96 to 98 per cent. In the absence of normal buying power behind the market for sulphuric acid due to the slackness of the fertilizer industry, the tone in the acid has ruled of the fertilizer industry, the tone in the acid has ruled relatively weak. Steel mills have been buying in better volume though it is understood. A fair volume of orders against resting contracts is reported in boraxes which are generally steady.

Other Soap Materials

While foreign inquiries for rosins are showing an increase, business in Southern markets has generally been in very limited quantities for Latin-American countries. Germany has been a buyer of fair quantities of rosins several important elegences begins to the control of the countries. important clearances having been recorded from Savannah. Demand for greases, tallow and stearine has improved to some extent and prices for all of these products are on a somewhat firmer basis.

Quick Samples of Shaving Cream

Some bright day a body of advertising men is going to hold a contest to decide which company has made the sample order as near automatic as is humanly possible, says Printers' Ink. If anything of the sort is ever attempted the judges might well give attention to the Williams' Shaving

Cream method. To quote a recent advertisement:
"If you've never tried Williams', send at once for a free trial size. Just write 'Shaving Cream' with your name and address on a post card and send it to The J. B. Williams Co., Glastonbury, Con."

Surely that represents the acme of minimized energy.

Surely that represents the acme of minimized energy.

December Glycerine Exports

Exports of glycerine during December were 434,449 pounds valued at \$59,371. Norway took 112,000 pounds, Canada 240,484 pounds, and Japan 35,320 pounds. The imports of crude glycerine were 86,701 pounds valued at

MARKET REVIEW ON TALLOW, ETC.

(Specially written for this journal.)

TALLOW

(Written Especially for This Journal)

The latest sales of New York Special Tallow at 61/4c. per pound is an advance of 1/4c, and demonstrates that buyers view this level as the fair value under present conditions.

With the considerable recent advance in lard as well as edible beef fats, also cotton seed oil, the market for tallow prices has not kept pace although production of most grades is not as heavy as during the latter part of last year, and competing greases are also offered in small quantities.

Low grade fat stocks such as house grease, etc., are firm and in demand at relatively full prices, and unless offerings in general become freer during the next thirty days, prices are likely to be sustained at this level and advance somewhat, as demand is quite steady and stock is absorbed freely when offered.

February 15, 1922.

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Especially for This Journal)

The halt in the upward movement, which we mentioned in our last, as being due to reselling of Dynamite, resolved itself into a decline, in all grades, except Chemically Pure; the latter has maintained its position at 161/2c in bulk and while there may be some cutting (which is not pronounced) it is mostly on the part of second-hands. Dynamite has declined 3/4c per lb., in a month and Crude has dropped proportionately. Business is very quiet in many lines, but we are hopeful of an improvement in the early Spring; by that time we anticipate a better demand for Explosives and a consequent buying of Glycerine by the Powder people and owing to the increased consumption of Chemically Pure and the continuous use of it, for various purposes, there is not likely to be any let-up in the demand; therefore, if the price holds for another month, we shall expect it to remain around present figures and possibly advance a little

February 16, 1922.

W. A. STOPFORD.

VEGETABLE OILS

Stronger conditions have developed in nearly all kinds of vegetable oil products and predictions from authorities are now for higher rather than lower prices for the im-mediate future. Cotton seed, cocoanut and soya bean oils are attracting the bulk of attention for the time being, are attracting the bulk of attention for the time being, although buyers are operating very cautiously in order to prevent if possible any undue inflation of prices. Conditions in overseas markets generally are reported to be improving and prices here are showing a rising tendency in keeping to some extent with higher foreign exchange and higher replacement values. Bullish reports have been received from seast of production regarding the position received from seats of production regarding the position of olive oil although they have failed to impart any special degree of strength to the position here. A more optimistic feeling has developed in the South in connection with cotton-seed oil notwithstanding that values for both crude and refined were lower in the face of a slight improvement seen in the raw seed and meal.

Ceylon type of cocoanut oil is holding around a level of

71/4 @ 71/2 cents in seller's tanks f.o.b. the Pacific Coast, the outside figure applying to futures well into the last quarter of the current year. Manila oil is offered at 7 cents in bulk for shipment over the next three months, while Ceylon type of oil is held at 7% @ 7% cents in seller's tanks and Ceylon type oil in barrels at 8% cents a pound. Copra is quoted at 4 cents c.i.f. the Coast, with the inquiry limited. Palm oils are firmer on the improved exchange position with Lagos quoted at 8 cents a pound on spot, and Niger for shipment at 61/6 to 61/4 cents.

The Pacific Coast market for soya bean oil has attracted

a little more attention on prospects of higher prices from the Orient, with latest cables giving the lowest prices pos-sible for bulk oil as \$5.80 per pound in bond for oil in bulk c.i.f., Coast ports. Holders on the Coast continue to name 7¼ cents while spot oil in barrels in a jobbing way is held at 9 @ 9½ cents. There is less activity in corn oil which is held at 7½ cents in seller's tanks, f.o.b. point of production, equal to 75% cents Chicago. Castor oil continues relatively easy with crushers maintaining their prices

(Continued on preceding page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 61/4c. Edible, New York, 81/4c. Yellow grease, New York, 5@51/4c. Brown grease, New York, 5@51/4c. Rosin-Savannah, Feb. 15, 1922.

Rosin—Savannan, Feb. 15, 1922.	
Common to good\$4.10 I D4.10 K E4.10 M F4.10 N G4.10 W. G. H4.10 W.W. Starch, Pearl, per 100 lbs Starch, powdered, per 100 lbs Stearic acid, single pressed, per lb. Stearic acid, triple pressed, per lb. Glycerine, C. P., per lb Glycerine, dynamite, per lb. Soap lye, crude, 80 per cent, loose, per lb. Soap lye, saponification, 80 per cent, loose per lb.	4.45
Oils	
Coconut, edible, per lb. Coconut, Cochin, Dom., per lb. Coconut, Ceylon, Dom., per lb. Palm, Lagos, per lb. Palm, Niger, per lb. Palm, Niger, per lb. Cotton, crude, per lb. f. o. b. mill. Cotton, refined, per lb., New York. Soya Bean, per lb. Corn, crude, per gal. Corn, refined, per lb. Castor, No. 1, per lb. Castor, No. 3, per lb. Peanut, crude, per lb. Peanut, crude, per lb. Olive, denatured, per lb. Olive, denatured, per gal. Olive Foots, prime green, per lb.	10½@10¾c. 9¼@10 8¾@9 8 @ 8¾c. 6⅓@ 6¾c. 8¾@9 8¾@9 10 8¾@9½c. 10¼@10½c. 11½c. 10 1½c. 11 @11¼c. \$1.10@\$1.15 8¼@ 8¾c.
Chemicals	
	\$3,25@\$3.50
Soda, caustic, 76 per cent, per 100 lbs Soda Ash, 58 per cent, per 100 lbs Potash, caustic, 88@92 per cent, per cwt.	1.65@ 2.00
f. o. b. Works Potash, caustic, 70@75 per cent, per lb.,	5.85@ 6.00
f. o. b. Works	5% @ 6c.
New York	43/2@ 6c.
Salt, common, fine, per 100 lbs	nominal .
Salt, common, fine, per 100 lbs	\$10.00@\$12.00
Sulphuric Acid, 60° per cent, per ton	16.00@ 18.00
Borax, crystals, per lb	5½@ 6c.
Borax, granular, per lb	5½@ 6c.

Borax, granular, per 1b.

Zinc Oxide, American, lead free, per 1b ...

@ 6c. @ 8½c.

During 1922 We Solicit Your Inquiries for the Following: -

OIL APRICOT KERNELS
OIL CELERY CALIFORNIAN
OIL FENNEL SWEET
OIL LEMON CALIFORNIAN
OIL NUTMEGS
OIL ORRIS CONCRETE "W. J. B."
OIL ORRIS CONCRETE No. 1503
OIL PEPPERMINT OREGON
OIL SANDALWOOD E. I. "W. J. B."

TERPENELESS OILS
Lemon, Limes and Orange

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.45 .10 .35

1/4c.

1/2C.

1/2C.

34c.

.50

5c. ninal 12.00 18.00 OLEO RESINS
Capsicum and Ginger

"BUSH" OTTOS

Jasmin, Narcissus, Oriental Poppy, Red Rose, etc.

LIQUID AUBEPINE
BENZALDEHYDE
Sine Chlorine
CITRAL
EUGENOL

HELIOTROPINE
ISO EUGENOL Rectified
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ORRISONE, etc.

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301 W. Randolph St.

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Our aim is to supply ourselves from first hand—from the *producer*, not the *dealer*. Our long established connections in near and far countries place us in an exceptionally favorable condition.

We expect to offer to you in the near future a line of pomades, semi-liquids, concretes, and other articles produced in Grasse,

which we can recommend and guarantee to you. We shall only handle the best.

WE OFFER NOW:

OIL OF LAVENDER French 28% to 40% ester

OIL OF GERANIUM African and Bourbon

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And all other Perfumers' Prime Materials

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One of the Views



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We call your attention to the many specialties

LILY OF VALLEY—MUGUET FLEURS 16 (NEW) LILAC 658 LILAC 7

AURANTIOL

resembling fresh Orange Blossoms (or Orange concrete) and several other interesting novelties

ARTIFICIAL MUSK

XYLOL

KETON

AMBRETTE

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CITRONELLOL GERANIOL RHODINOL

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ESSENTIAL OILS

of standard quality

SYNTHETIC FLOWER OILS

of rich yield, great tenacity and surprisingly faithful to the flower

CASSIE (Acacia Farnesiana) CHYPRE

HELIOTROPE

HYACINTH (Schimmel & Co.)

JASMINE (Schimmel & Co.)

LABURNUM (Cytisus Laburnum L.)

LILY OF THE VALLEY

LINDEN BLOSSOM (Schimmel & Co.)
MAY-BLOSSOM (Schimmel & Co.)
MOSS ROSE

PINK BLOSSOM (Carnation)

NARCISSUS NEROLI (Schimmel & Co.)

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ROSE (Schimmel & Co.)

SAXON MOSS (Mousse de Saxe)

SWEET PEA (Lathyrus odoratus)

TUBEROSE ORANGE FLOWERS (Schimmel & Co.)

SEROSE
VIOLET DE PARME
VIOLET LEAVES
VIOLET (Parma Type), (Schimmel & Co.)
VIOLET (Victoria Type), (Schimmel & Co.)
WISTARIA
VI ANG YLANG (Schimmel & Co.)

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DIETHYL PHTHALATE

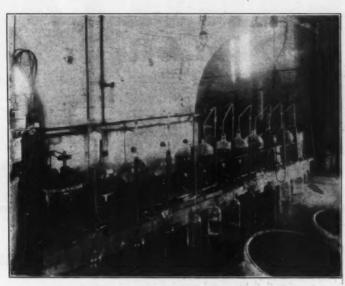
absolutely pure and odorless.

For denaturing and solvent purposes.

Sole Agents in the United States and Canada for

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GRAS AND COMPANY: Cannes, France



One View of Laboratories Where We Manufacture

Terpinyl Acetate
Ethyl Cinnamate
Methyl Cinnamate
Pelargonic Ether

Ethyl Phenyl Acetate Amyl Phenyl Acetate Butyl Phenyl Acetate Iso-butyl Phenyl Acetate

Methyl Phenyl Acetate and many other Aromatics

Di-Ethyl Phthalate

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CINCINNATI

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More Economical Than Beans

Our Oleo-Resin Vanilla is suitable for the manufacture of extracts, and all other flavoring purposes.

NO SACRIFICE OF QUALITY

WE ALSO OFFER OLEO-RESINS

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ALL SIZE PACKAGES

Have Our Representative Call at Your Office



IRALOL BETA

Resembles closely the Wood Violet character.

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Possessing an orris, oriental character, adaptable in bouquets, and in green-violet effects.

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For general use; efficient in talcum and face powders, and perfume oils.

IRALOL SAVON

Used by soap manufacturers to produce woody violet effects, where strength of odor is particularly desired.

IRALOL ALPHA

A sweet and penetrating odor, inclining rather to Orris than to Violet, valuable in Red Rose, Jasmine, and Lily of the Valley odors.

These violet bases, produced at our American Works, are offered for the use of perfumers and soap makers. Our special laboratory will be pleased to render any possible assistance in adapting these products to individual needs. Send for samples and let us quote on your requirements.



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CHIRIS

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Why not save money?

The Owens All-Glass Sprinkler Top can be put on any bottle, and will save money for any user of Sprinkler Tops. It eliminates a part of the old expensive metal top, and has a feature of novelty that is appealing. We can furnish complete information on how to fill these bottles, and will sell them with or without caps. If you are interested in high-class bottles that are real values for the small cost, please permit us to send you samples with full information. Write to-day.

THE OWENS BOTTLE COMPANY

General Offices: Toledo, Ohio







THE AMERICAN PERFUMER - SYNFLEUR INSERT No. 139A.

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Synfleur Quality

Standard Perfume and Flavoring Materials Manufactured in the United States of America



Jasmine Materials

may be classed among the indispensable flower oils utilized in the perfumery art. Most frequently Jasmine perfume materials are utilized alone for producing perfumes and imparting a most delightful Jasmine character to endless toilet preparations, and then very often they are combined with many other items so as to produce most delightful. bewitching, flowery freshness. No perfumery line is complete without Jasmine, and the obtaining of a satisfactory Jasmine character for the perfuming of certain toilet articles has been more or less problematical. As a tangible example, we might mention when Jasmine perfume materials are selected for perfuming powders, they should be properly modified—the necessary fixing materials must be added to make the odor of Jasmine permanent and everlasting in character, because Jasmine, as a known fact, is fleeting in character. Synfleur's most complete assortment of Jasmine materials offers the popular Jasmine odor in all conceivable variations and the selection must be made accordingly to cost and purpose in mind.

In speaking of fixatives it might not be amiss to mention that Fixatol and Fixatol-E are the ideal fixing and diluting products. They have at the same time a tendency to intensify the odor very materially—they are both practically colorless and perfectly soluble in alcohol as well as intended of course for non-alcoholic goods. Then for cheaper fixatives, Solvene and Orris Resinol enjoy a wide popularity.

The selection of the Jasmine materials given on the following page should prove most appealing and they really must be tried to be appreciated. Without egotism we can say that Synfleur Jasmine materials have no equal. A trial order will corroborate our statements.



Synfleur Scientific Caboratories, Inc.

Founded 1889, by Alois von Isakovics
M. Upshur von Isakovics, Pres. and Creas.
Monticello, New York, U. S. A.



THE AMERICAN PERFUMER - SYNFLEUR INSERT No. 139B.

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Synfleur Quality

Standard Perfume and Flavoring Materials
Manufactured in the United States of America



JASMINE-C-SYNFLEUR we offer first—an exquisite Jasmine pomade odor or concrete blossom perfume, imparting the delicate, charming odor of Jasmine blossoms in all their intensity. A solution of Jasmine-C-Synfleur takes the place of the old pomade washings.

Pounds \$115.00

Trial Ounces \$7.40

JASMINE-IDEAL-SYNFLEUR supersedes almost every other Jasmine material available. Its intensity and heretofore unknown charming odor make it indispensable for the finest goods.

Pounds \$167.75

Trial Ounces \$10.70

JASMIOL-SYNFLEUR has become so enormously popular due to its pungency in character that it has become necessary to produce a cheaper Jasmine material giving a very similar odor character where cheaper goods are required. The use of Jasmiol-Synfleur is universal—no perfume formula is complete without it. At the same time, it gives the entire charming fragrance of the blossom with such extreme strength that manufacturers have found it most economical. Jasmiol-Synfleur, the same as Jasmine-C-Synfleur and Jasmine Ideal-Synfleur may be used for perfuming any toilet preparation.

Pounds \$46.25

Trial Ounces \$3.10

Jasmiol-D-Synfleur is very similar in type of odor to Jasmiol-Synfleur, and suitable for the same purposes. Unsurpassed for perfuming creams and lotions.

Pounds \$36.50

Trial Ounces \$2.50



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Synfleur Quality

Standard Perfume and Flavoring Materials Manufactured in the United States of America



SAMBIOL-SYNFLEUR and SAMBIOL-D-SYNFLEUR are equal to many Jasmine products selling at double the price, and are utilized where the more expensive Jasmine materials cannot be used due to cost. Equalization of prices or adjustment can be accomplished by combining the various Jasmine materials together—they will blend splendidly.

Sambiol-Synfleur Pounds \$22.75 Trial Ounces \$1.65 Sambiol-D-Synfleur Pounds \$19.50 Trial Ounces \$1.45

JASMINE-S-SYNFLEUR is a Jasmine oil which gives excellent service wherever the freshness and pungency of Jasmine is desired at the minimum of cost. It has been found supreme for soaps and the cheaper toilet preparations.

Pounds \$19.40

Trial Ounces \$1.45



JASMINE-T-SYNFLEUR has been produced to make the Jasmine odor available for technical applications where the manufacturer cannot afford the higher priced Jasmine products.

Pounds \$7.35

Trial Ounces \$.70

GARDENIA-SYNFLEUR imparts the rich, delightful, fragrant odor and "first effect" of fresh Cape Jasmine flowers. It is a product of the highest strength—great pungency and truly remarkable fresh flowery effects. (See the Columbia Cape Jasmine or Gardenia Essence formula, page 11 of the Synfleur Laboratory Guide Supplement.)

Pounds \$19.75

Trial Ounces \$1.45



Synfleur Scientific Caboratories, Inc.

Monticello, New York, U. S. A.



THE AMERICAN PERFUMER - SYNFLEUR INSERT No. 139D.

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Synfleur Quality

Standard Perfume and Flavoring Materials Manufactured in the United States of America





Jasmiol-Synfleur

THE Jasmine material, wherever the best is desired. Never discolors, delightfully sweet, suitable for all Perfumery purposes. Popular in the foremost laboratories throughout the world.

Pounds, \$46.25

Trial Ounces, \$3.10



Synfleur Scientific Laboratories, Inc.

Founded 1889, by Alois von Isakovics
M. Upshur von Isakovics, Pres. and Creas.
Monticello, New York, U. S. H.







The Package Style

does count. Human nature is alike in this one respect. Almost unwittingly and always instinctively everyone feels the impression and impulse of "style."

Style in package or container is one of the greatest sales aids known and if the contents are as good as the package the latter will materially help in keeping the article to "stay put" with the consumer.

"Stopper Style" has a recognized reputation for all that is superior in metal containers.

See Reproduction on Front Cover of this Issue.

AMERICAN CAN COMPANY

NEW YORK
(STOPPER FACTORY)

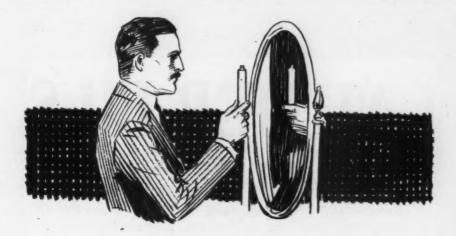
LITHOGRAPHED TIN BOXES OF EXCELLENCE

THE SIGN OF

merican (STOPPER) Can Go

SUPERIORITY





Does Your Tube Reflect Good Taste?

Just as you admire an artistically decorated tube, so will the buyer of your product.

A good design-a well-made tube-a good product-are all of no avail if the printing on the tube is not 100% clear and well registered.

Our reputation here and abroad is based largely on our very fine clarity of decoration.

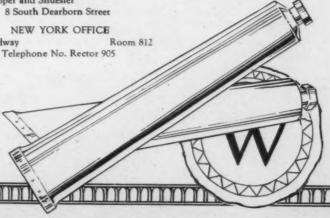
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Cooper and Shuesler

111 Broadway



LAUTIER FILS

GRASSE, FRANCE

EST. 1795

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Branches: London-Paris-New York-Melbourne

WE are pleased to announce that we have established our own American branch

47 CLIFF STREET NEW YORK

in charge of Mr. C. H. Bourguet (formerly manager of our London Branch) and all communications should be so addressed after

MARCH 1, 1922

We will carry a stock of Raw Materials, natural and synthetic, for perfumery, soaps, toilet preparations, etc.

Lovers of the beautiful

Of one hundred women, ninety-nine will buy talcum powder in the most beautiful box they can find. Specially designed Tindeco Talcum Tin Boxes are known for their beauty. They attract sales and "brisk up" trade while the goodness of your talcum holds trade. Tell us about your product and we'll submit a design that has the "catchiness" needed.

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THE TIN DECORATING COMPANY OF BALTIMORE, MD.
(The Lorgest Motal Decorating Plant in The World)

TINDECO



Methyl Anthranilate. Anisic Aldehyde. Lily, Peach, Strawberry and Cocos Aldehydes. Aliphatic Aldehydes and Alcohols. Honey Aroma 80 x. Amber Gris P. Musk Xylol.

Each one of those products the very best that science can produce. We fully guarantee the quality.

Ylang Ylang, Manila Oil of Patchouli

and all other essential oils.

Lilac Vegetale C 1 Sweet Pea C

Hyacinth C

Samples of powders, creams and perfumes made up with the above floral ottos will be cheerfully forwarded upon request.

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15 Irving Place NEW YORK





SERVICE

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Oil Almonds Bitter, S. P. A.
Oil Almonds Bitter, U. S. P.
Oil Almonds, Sweet, Guaranteed Pure.
Oil Geranium African, Genuine.
Oil Geranium, Sur Roses.
Oil Lavender Aspic, French
Oil Lavender Flowers, U. S. P. 26%
Oil Lavender Mont Blanc.
Oil Pelagonium.
Oil Peppermint, French.
Oil Rosemary Flowers, French.
Oil Rosemary, Algiers.
Oil Tyme, Red.
Oil Verbena.

Oil Verbena.
Oil Vetvert Bourbon.
Oil Ylang Ylang Manila.
Resinoid Mousse de Chene.

Highly Recommended:

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Natural Concentrated Fruit Essences

Guaranteed Pure

Banana73%	Mandarine75%
Cacao Natural73%	
Cafe Moka15%	Pineapple 53%
Cherry Black36%	Rhum
Citron	Raspberry50%
Currant	
Grenadine82%	Violette85%

I. MERO & BOYVEAU

GRASSE

FRANCE

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Manufactured by

ALBERT VERLEY. Isle Saint Denis (Seine) France

"A. V. RENOWN"

Acetates-Alcohols-Aldehydes 100% pure-Butyrates

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Citranol Citronellol Ordinaire

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Jasminanteme

Methylnonylacetaldehyde Muguet Aldehyde

Myristic Acid

Neanthone (Octyl Acetate)

Nerol Pure

Rosanteme Fleurs

Rose Rouge

Terpineol Anhydrous Terpineol Annyurous Trefle Incarnat Luteone (Reseda Base) Methylacetophenone, Water White. Oil Rose Corsica Oil Cinnamon Ceylon

Propionates

FOR SOAPS

Bouquet Savonnerie Jacinthe Savonnerie Muguet Savonnerie Patchouli Savonnerie

Rose Savonnerie Tuberose Savonnerie Violette Savonnerie Rhodinol Savonnerie

Ionone Savonnerie Geranium Terpenes

Ional Acyclique. Labdanum Gum J. M. B. Labdanum Absolute. Oil Neroli Petale.

Otto of Rose 100% Pure. Standard One Quality.
O. Donelian & Company, Bourdour, Asia Minor.

Original coppers 10 oz., 16 oz., 1 Ko.

Petitgrain French. Oil Neroli Pure, Bigarade. Essence pour Eau de Cologne. J. M. B.



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Natural and Synthetic Raw Materials for Perfumers

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95 Boekman St., NEW YORK Telephone-Beekman 1514 Cable Address-"Incesse"

PHILADELPHIA 689 Drexel Bldg.,









No. 286-l-3/4 ounce frosted with front and back faces cut.

No. 286 Stopper frosted with edges cut.

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MAIN OFFICE BALTIMORE,MD



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CARR-LOWREY GLASS CO.





GRASSE, FRANCE

Pomades, Essential Oils, Natural Concretes of Flowers, Floral Waters, Olive Oil, etc.

Concretes F Natural Concretes of Flowers

ROSE JASMIN TUBEROSE ORANGE CASSIE JONQUILLE

RESEDA LILY OF THE VALLEY VIOLET

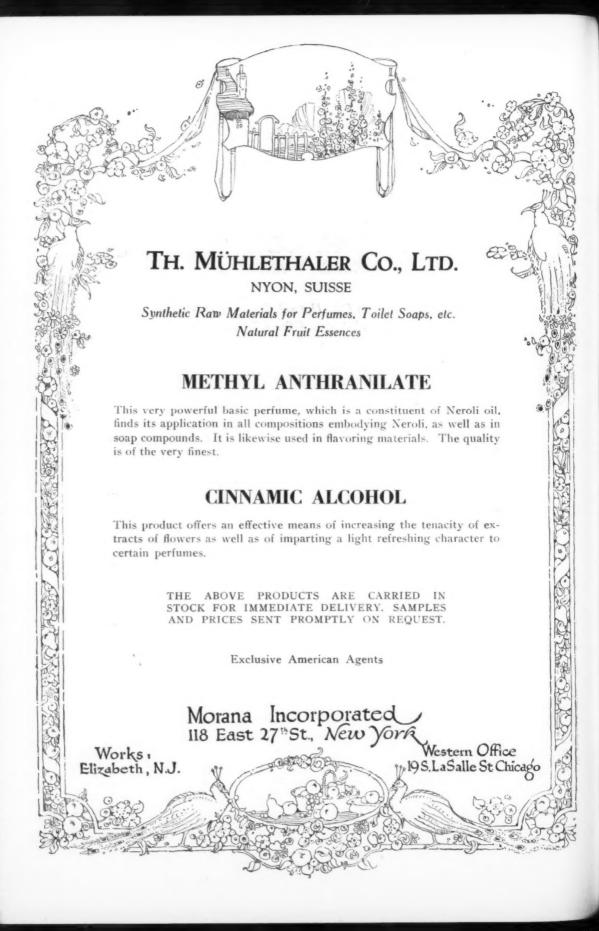
THESE concretes, which are enfleuraged grease concentrated, offer the perfumer a means of obtaining the same results secured by washing pomades, but in only a fraction of the time required by the latter process. They are absolutely soluble in all parts of alcohol and merely require dilution in pure alcohol at 95 degrees Centigrade. One ounce per gallon yields the desired washing. The washings are very similar to those obtained from our Pomades Extra Saturees. Their yield is excellent. Where it is desired to secure a pure flower extract promptly, Concretes F offer an unusually convenient and advantageous means. At their new reduced prices, Concretes F are particularly attractive.

SAMPLES AND PRICES OF THE ABOVE PROD-UCTS WILL BE SENT PROMPTLY ON REQUEST.

Exclusive American Agents

Morana Incorporated
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Works, Elizabeth, N.J. Western Office 19 S. La Salle St Chicago





Glassware of Distinction

We take pleasure in announcing that we have been appointed the exclusive American representatives for C. & J. Viard, & R. Mouquet, of Montreuil-sur-Seine, France, designers and manufacturers of artistic glassware for perfumers. The illustrations show a selection of bottles created by Viard & Mouquet for a number of the leading Parisian perfumers. A cordial invitation is extended to visit our offices to view a unique display of bottles and to examine a collection of designs created exclusively for the American perfume industry.

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Szwiss firm founded in 1899

TILLEUL

THIS so-called Lily base is used as such in a wide range of floral products.

The pleasant character of its odor makes it particularly adaptable for use in what are known as "novelty odors."

SAMPLE AND PRICE SENT PROMPTLY ON REQUEST



CHRISTO CHRISTOFF

KAZANLIK, BULGARIA

Manufacturer of the Finest Grade Otto of Rose.



CHRISTOFF'S OTTO OF ROSE

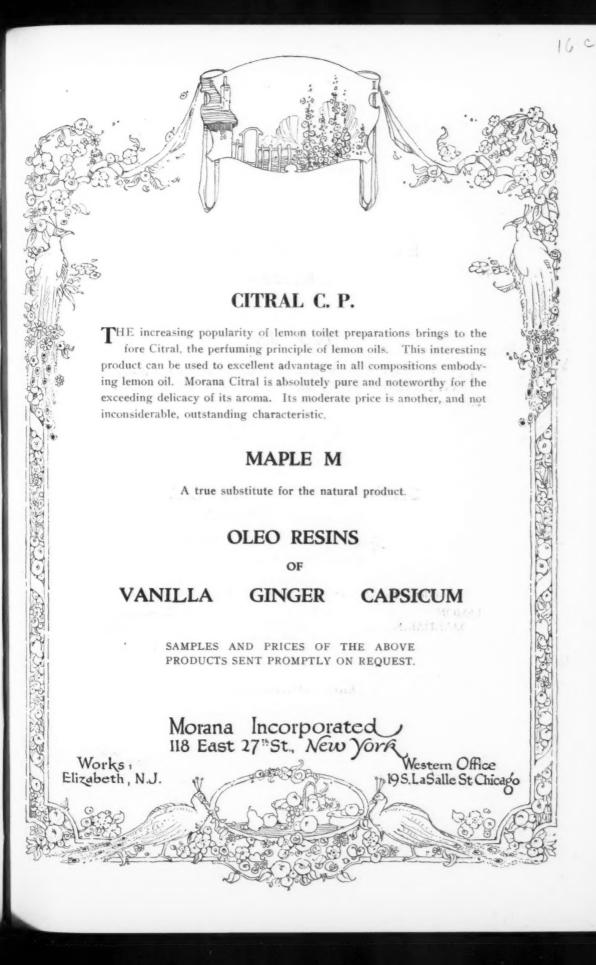
PRICE AND SAMPLE ON APPLICATION

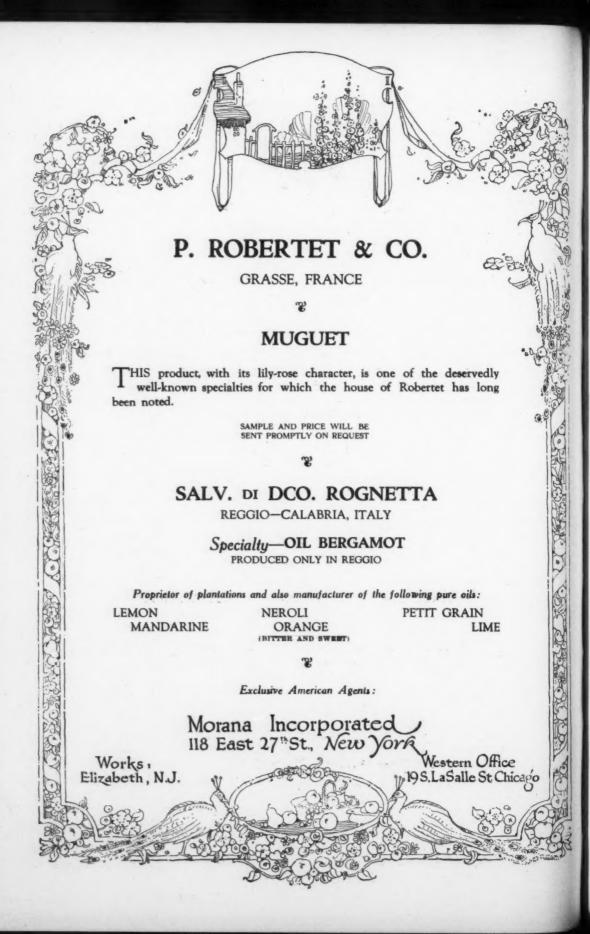


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PURITAN BRAND

ESSENTIAL OILS

Bergamot

Oils Lemon, Orange and Oil Ylang Ylang Manila and Bourbon

Oil Vetivert Indian and Bourbon

Oil Geranium Oil Cananga Java

Civet Genuine Vanillin C. P. Coumarin Refd. Impt.

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DISTILLERY, DIS'T. OF KARLOVA

THIS IS THE FOUNDER OF BAGAROFF QUALITY AND IS NOT CON-NECTED WITH ANY OTHER FIRM OR COMPANY BEARING HIS NAME

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UNIFORM IN QUALITY

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NAARDEN

SYNTHETIC AROMATIC CHEMICALS AND ESSENTIAL OIL DERIVATIVES

Latest Specialty

LILY OF THE VALLEY

Unsurpassable in the True Character of the Natural Flower; Rich, Soft and Powerful



Manufacturers of HELIOTROPINE (Recrystallized), AUBEPINE GERANIOL (Extra Fine,) IONARDON 100%, IONARDON Alpha

N. V. Chemische Fabriek NAARDEN Bussum, Holland

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NATURAL RAW MATERIALS FOR PERFUMES, SOAPS, ETC.



Specialties:

FLOWER CONCRETES

Liquid and Solid

ABSOLUTES and POMADE CONCENTRATIONS

Oils: LAVENDER, ROSEMARY, SPIKE LAVENDER, THYME (White & Red)
NEROLI PETALES, PETITGRAIN, VETIVERT JAVA,
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RESINOID OAK MOSS, ETC.

BERTRAND FRÈRES

Established 1858

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Sole Representatives in the U.S. and Canada

ROCKHILL & VIETOR

CHICAGO 180 N. Market Street NEW YORK 22 Cliff Street THE past year is generally, and justly, credited as having been a period of readjustment.

We have taken advantage of changed conditions fully—have renewed, strengthened and extended our pre-war connections abroad.

As a result, we are now regularly in receipt of fresh stocks from primary sources.

We mention at this time-

GERANIUM REUNION LAVENDER FLEUR 32% LAVENDER FLEUR 37%

both ready for delivery—exceptional quality and attractive prices.

New Stocks

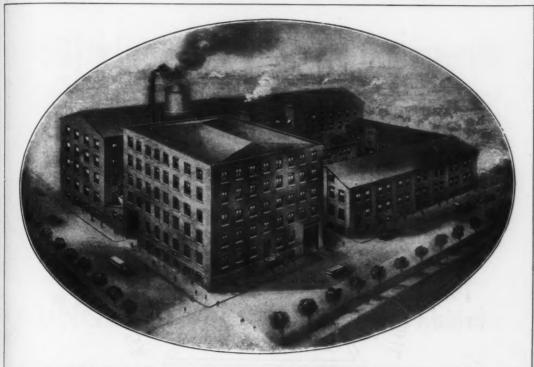
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Raw Materials
Since 1873

M. L. BARRETT & CO.

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233 West Lake Street - - Chicago, Illinois



A well built, up-to-date plant recently completed, assuring the best working conditions,

A most modern mechanical equipment with facilities for future development,

A rigid inspection system based on stringent standards makes our

COLLAPSIBLE TUBES



Pure Block Tin

Pure Lead

PLAIN

DECORATED

WORTH MORE PER GROSS

SAMPLES GLADLY FURNISHED UPON REQUEST

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PURE AND DENATURED





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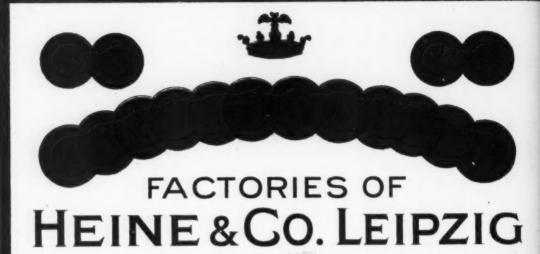
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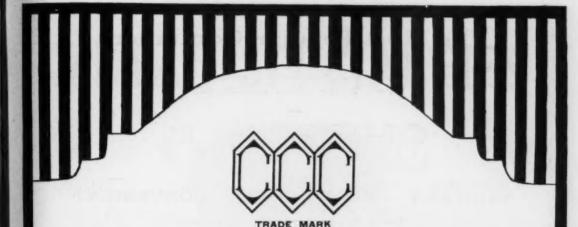




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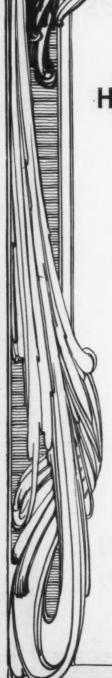
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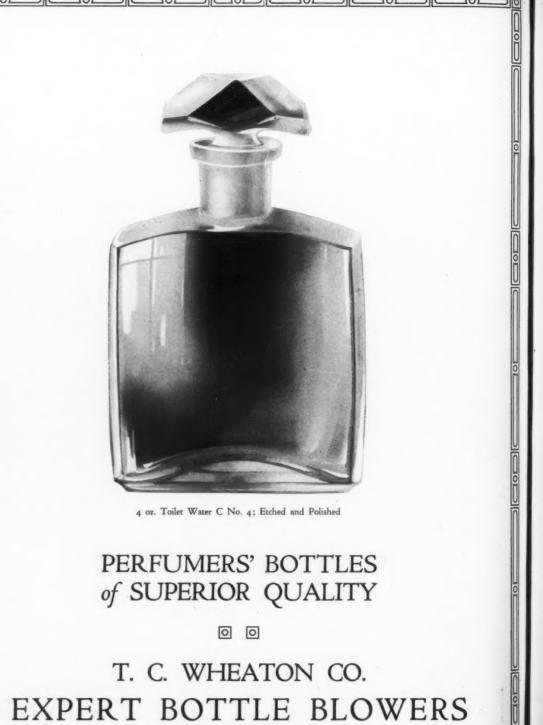
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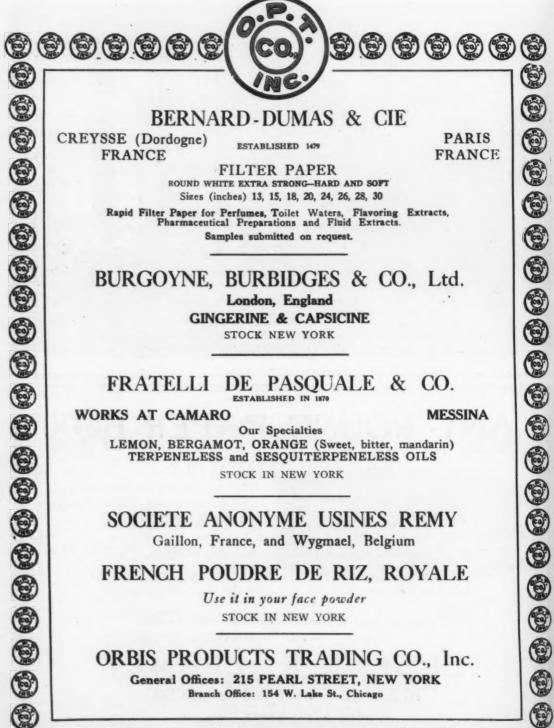
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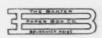
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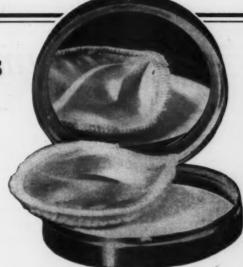




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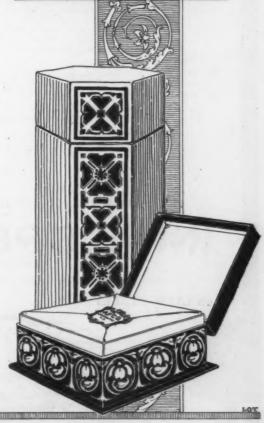
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Acid Soluble Matter in Tale usually consists of Lime, Iron, Carbonates, Calcium, Magnesium, Alumina, etc.

The application of Hydrochloric Acid will react with any or all of these impurities, which may be present in Talc, possibly giving an effervescence and showing in a very striking manner the chemical action which may take place on babies' bodies or on the face after shaving, with a consequential irritating effect.

A Tale containing a high percentage of Acid Soluble Matter is not worthy of the name of Tale and should not be used by any manufacturer of Talcum powders who desires to give his customers value for which they pay.

Furthermore, the Acid Soluble Matter, in addition affects the perfume retentive qualities of the Tale. When a consumer buys a can of talcum powder with a perfume which is pleasing, he has the right to expect that the Tale will retain that odor until the material is consumed. There is a certain acidity in most perfumes which are used in Tales. The acid thus brought in contact with the Tale containing a high percentage of Acid Soluble Matter may result in chemical reaction, which gradually and sometimes immediately has a deleterious effect on the perfume. Just how long Tale will retain its perfume, depends very largely on a low Acid Soluble Content.

One of the most discriminating manufacturers of high grade Talcum Powders in this country has said that the average acid soluble content of Isco Silver Talc is below that of any Talc which has come to his attention in the years of his experience.

What is the percentage of Hydrochloric Acid Soluble Matter in the Talc you are now using? Write us for our new, simple and approved method of testing.

NOTE:—This is the first of a series of articles which will appear monthly in this space. Each article will deal with a separate characteristic which goes to make mp an all round Tale for toilet preparations.

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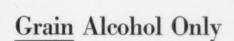
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Most all of us can mix together Oil of Cloves with a few other items and obtain what is called Carnation, and for just this reason the demand made by the public is not what it would be if they were offered a product that smells like a real carnation.

Carnation D. is a fascinating odor, one smell never satisfies, for, from our tests we have found that invariably the person smelling the odor will set the bottle down and then pick it up again, making a remark similar to this:

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With Satin Back and Ribbon to Match Your Particular Package.

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PERFUMES, creams, powders—articles which by their very nature represent a high standard of quality—require containers which will reflect their superior value.

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Backed by unrivalled mechanical facilities, over fifty years of experience, and the skill of a whole staff of experts, the Robert Gair Company offers you service which is

unsurpassed. We maintain our own laboratories, photo-engraving and printing departments. We make our own colors, inks, and glues, and our laboratory tests insure uniform results and unvarying shades of color every time your label, carton, or wrapper is run.

Many of America's best known toilet preparations have benefited by Gair folding boxes and labels. All the packages shown in the illustration are tried and tested successes.

A complete package merchandising service

Our unequalled facilities for rapid large scale production make the Robert Gair Company the logical source of supply not only for cartons and wrappers, but for all the essentials of modern package merchandising: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

The new Gair Service Booklet will interest every shipper of toilet preparations. Send a posta, for your copy today!

ROBERT GAIR COMPANY

350 Madison Avenue, New York

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WHEN THE BOTTLE IS SO OFTEN THE FACTOR THAT CLINCHES A SALE OR ALLOWS IT TO SLIP QUIETLY AND SWEETLY AWAY, THE MATTER OF GETTING THE RIGHT CONTAINER DOES NOT MERELY INVITE—IT ACTUALLY DEMANDS YOUR SERIOUS ATTENTION.

WE ARE PREPARED TO GIVE YOU BETTER GLASS NOW THAN EVER BEFORE IN OUR HISTORY. WE HAVE ALTERED ONLY A FEW IMPORTANT DETAILS IN THE PROCESS OF MANUFACTURE, BUT THE RESULT IS REALLY SURPRISING.

WHETHER YOU WANT A TRIED AND PROVEN STOCK MODEL, OR SOMETHING NEW AND OUT OF THE ORDINARY, WE HAVE THE FACILITIES AND THE PRODUCING ABILITY TO GIVE YOU THE KIND OF PERFUME OR TOILET WATER BOTTLE YOU DESIRE.

WHEN YOU ARE AGAIN IN THE MARKET FOR BOTTLES, AN IN-QUIRY WOULD PROBABLY DE-VELOP THE FACT THAT WE COULD BE OF SERVICE TO YOU.

Illinois Glass Company

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(Reg. U. S. Pat. Off.)

THE Hyperessences, so named by us in token of their extreme and absolute odor value, are the aromatic content of the flowers or other natural odoriferous substances utterly freed of solids and other barren elements.

The exclusive Hugues Aine process insures the retention of all those finer shadeatives which are lost by other methods.

The Hyperessences are wholly and purely natural products in a superlatively concentrated state and thus, in the schedule of the discriminating perfumer, play a distinctive role in an inimitably artistic way.

The extreme floralcy of the Hyperessences persists without compromise irrespective of the prevailing cost of flowers.

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Stafford Allen & Sons, London British Oil Orris

BY a perfected process, from choicest Florentine orris roots, is produced Oil Orris Root, "Allen's"—velvety, violetesque, intense and rich in perfume value.

As Allen distils oil orris root, each precious odor element is retained intact. Thus is remarkably accomplished in the finished product a completeness, a roundness of effect and a far-reaching quality which makes for substantial economy to the user.

This Allen product, the last word of achievement in the development of oil orris root, is the first thought of the perfumer whose objective in the development of his odor is perfection.

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is conducive to lower costs and the direct opposite of numerous articles in small quantities.

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Such a policy is in harmony with the recommendations of Mr. Herbert Hoover, Secretary of Commerce, and merits the whole-hearted support of every American Soap Manufacturer.

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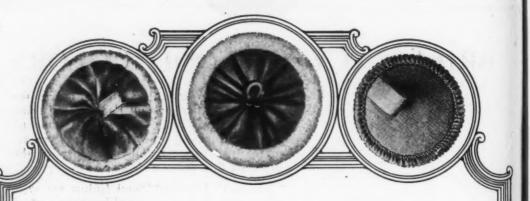
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21 Burling Slip

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PARTICULARLY apropos when talking about powder puffs
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It has been our constant aim to combine attractive appearance with utility, and our constant growth attests to the success of our endeavors.

If not already familiar with the Valmont puff for the single compact, send for samples and compare with other puffs you know. It outlasts the compact and never comes apart. You will find it in nearly every large selling package today.

THE larger compacts, so popular today, demand another kind of puff, something thin, durable and attractive, such as offered in our overseamed natural wool. This puff we make from the natural wool only, a soft, velvety stock which is prepared for us under a special process, and which you will find every user enthusiastic about. It is thin and compact, yet has a resiliency and body that defies hard usage. Triple sterilized, quadruple sewed and finished in finest quality satin to match your color scheme, it adds the finishing touch to your package.

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Valmont Manufacturing Co, Inc.

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IN PRESS

Soap Making Manual

by

E. G. Thomssen, Ph.D.

Illustrated, 5 1/4" x 4".

Copyrighted 1922, D. Van Nostrand Co.

The material contained in this book appeared in serial form in The American Perfumer and Essential Oil Review and it presents a working manual covering all of the processes employed in the manufacture of soaps in a brief, clear and full manner. The necessary methods of analysis are included and described from a purely practical standpoint so that a study of this work may enable certain of the smaller plants to dispense with the services of a chemist. To accomplish this it has been necessary to present these tests in the simplest and most practical language possible.

In surveying the industry as a whole, the plan of the book is first to mention and describe the raw materials used; second to outline the processes of manufacture; third, to classify the methods and illustrate by formulae the composition and mode of manufacture of the various soaps; fourth, to illustrate the various methods of glycerine recovery; and fifth, to give the most important analytical methods which are necessary to the man supervising the processes of manufacture and determining the purity and fitness of the raw material used.

In a work of this kind it is not desirable to make a thorough survey of the theoretical side of the subject, but rather to place in the hands of the practical man a handbook giving definite, concise information that will serve him as a guide in his daily work.

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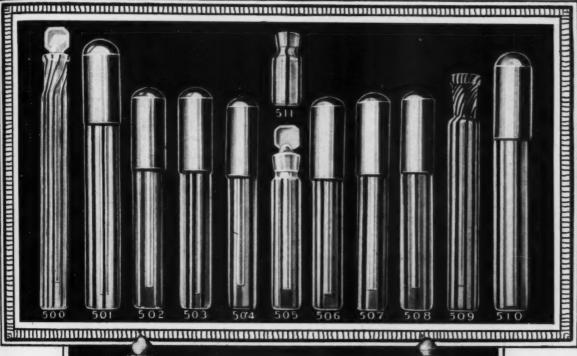
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- No. 504—2cc—ground glass stopper and rod, furnished in red, green, blue and assorted colors.
- No. 506—2cc—ground glass stopper and rod, furnished in red, green, blue and assorted colors.
- No. 507—3cc—ground glass stopper and rod, furnished in red, green, blue and assorted colors.
- No. 508—3cc—ground glass stopper and rod, furnished in red, green, blue and assorted colors.
- No. 509-3cc-plain vial.
- No. 510—5cc—ground glass stopper and rod, furnished in red, green, blue and assorted colors.
- No. 511-1cc-plain vial, assorted stripes.
- No. 512—3cc—white glass, ground glass stopper and rod with violets, roses, lily of the valley, lilac and carnation.
- No. 513—3cc—white glass, ground glass stopper and rod with violets, roses, lily of the valley, lilac and carnation.
- No. 514-515—10cc—ground glass stopper, and glass drop handles assorted colors.
- No. 516—5cc—white vial with ground stopper and rod in nickel, silver screw top container.
- No. 517—3cc—white glass, ground glass stopper and rod in gold finish container.

All caps furnished on the above goods are in silvered nickel and guaranteed not to tarnish. Stoppers are hand ground and rods are corrugated.

We carry many other styles in stock.

Write for samples and prices.

Scientific Utilities Co., Inc.

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True LILY OF THE VALLEY

of BETTER than pre-war quality,—and—at BETTER prices.

\$50.00 the pound \$3.25 the ounce

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N E S T	We make boxes in all finishes and designs. Your name or design stamped on the cover without any extra charge.	Н
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FOR A SUPERIOR AND BETTER BOX OR PUFF WRITE OR SEE US



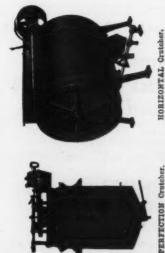
Harmony between container and product is the secret of good box-making

George J. Gillies Corporation

268 State Street Rochester, N. Y.

Fine Paper Boxes for Every Need

Some boxes should be made by hand; some by machine We fit the case to the need







STANDARD Soap Fram

IDEAL Amaigamator,



TYPE "F" Plodder



2-, 3- and 4-Roll Soap



4., 6., 8. and 10-Inch Screw foap Plodder.



ENGINEERS AND MACHINISTS

Kettles, Crutchers, Frames. Slabbers, Cutters, Remelters, Presses, Chippers, Mills, Plodders, Soap Dies, Perfume Mixers **GLYCERINE MACHINERY**

DOUBLE RACK Cutter.

Plans and Specifications for Plants-Old Plants Remodeled 26 Court Street

AIKEN Power Cutter.

BROOKLYN, N. Y.



EMPIRE STATE Soap Press.

























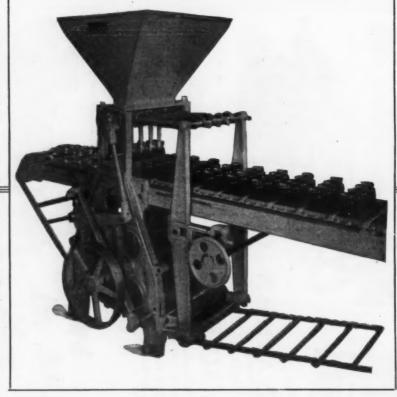






CHAMPION Slabber.





Fills Clean and Accurate

Capacity 60 to 100 Jars per Minute

The "Superior" Type Filling Machine

PATENTED DEC. 27, 1921

FILLS DIRECT OR FROM THE BOTTOM UP

One of our many models designed to fill such products as

Vanishing Creams
Pastes Salves
and All Semi-Solid Products

Special attachments for scraping off jars level, and special metal used for acid products

THE FILLER MACHINE CO., Inc. PHILADELPHIA, PA.

Original Inventors and Manufacturers

New York Office: B. F. ADAMS, Mgr. 799 BROADWAY

Hand Filler for smaller capacities



Does away with the spatula.

Write for details.



Advantage of Buying Complete Packages From Us

BY ordering your Compact and Rouge Packages complete from us you are sure to get genuine service.

While we are not Box Manufacturers, we purchase containers in large quantities-equal to the entire output of some factories-and are thus able to give our customers the benefit of the lowest rates possible.

In addition you profit by our wide experience in the selection of the most attractive, the most durable and the most satisfactory containers: because we insist that these, like our products, must be of the highest quality.

Ask for samples and prices of our latest novelties-they will interest you.

Powder-Puffs



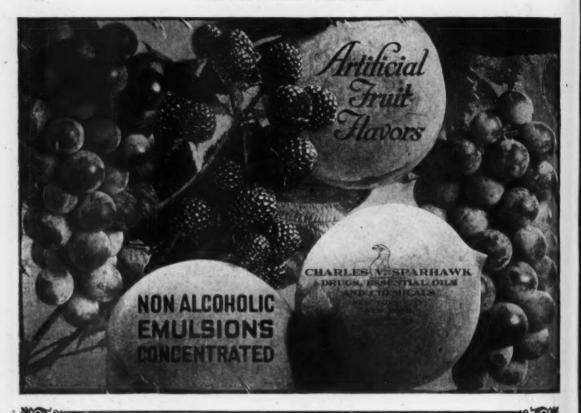
In our own most modern plant we can produce any style you may desire or assist you to perfect your ideas Samples Upon Request

NEARKID AND SILVERLIGHT CAPPING SKINS

344-50 West 38th Street, New York







POWDER PUFFS

of Pure Lamb's Wool

Powder Pads FOR LARGE VANITY BOXES

Chatelaine Puffs for small vanity boxes

"Veri-Flat" Powder Pads FOR THIN WATCH-CASE VANITY BOXES

MAURICE LÉVY

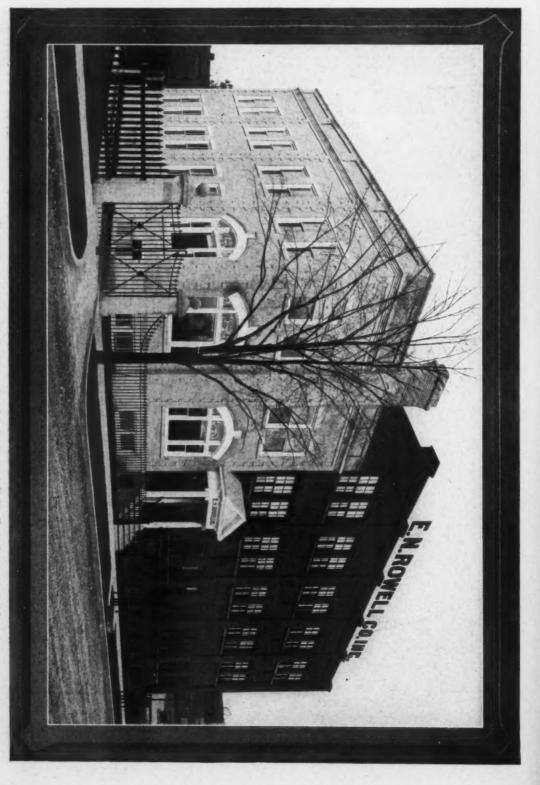
Hygienol Building

120-122 W. 41st St., New York

FACTORIES: NEW ROCHELLE, NEW YORK



Plant No. 1, Batavia, N. Y.-Small Boxes of Every Kind for the Drug and Allied Industries



Plant No. 2, Batavia, N. Y .- Face Powder, Rouge and Toilet Boxes

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516 Fifth Avenue, New York City

Factory
Montelimar, France

"CENTIFLEUR"

Will help you to produce best quality odors.

"METHYL XYLIC ESTER"

Will help you to produce lasting odors.

SAMPLES UPON REQUEST

VAN DYK & COMPANY

INC. 1904

4-6 Platt Street

New York, N. Y.

PERFUMERS & JEWELERS BOX Co.

Incorporated 191

214-216 West 14th Street NEW YORK

Attractive, Well-made Boxes



PHENYLETHYL ALCOHOL Imported OIL BAY, W. I.

AT ATTRACTIVE PRICES

H. C. RYLAND

ESSENTIAL OILS

Importer and Exporter 52 LAIGHT ST. NEW YORK

AROMATIC CHEMICALS

Chicago Office: 2704 Greenview Avenue

HAMMILL & GILLESPIE, INC.

Founded A. D. 1848.

240 and 242 FRONT ST., NEW YORK

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Prime LEE MOOR, Bolted Grade of ENGLISH CHINA CLAY (KAOLIN)

Foreign— TALC—Domestic

FULLER'S EARTH (Genuine English)

INFUSORIAL EARTH PRECIPITATED CHALK PREPARED CHALK STEARATE OF ZINC PARIS WHITE WHITING—All Grades

That unique setting

For your bottles, containers or boxes is achieved by an attractive and artistic window display.

Theatrical effects reduced to window size, properly illuminated for your "Package Beautiful."

BOOTHS - INTERIORS - WINDOWS - EXHIBITS - PAINTINGS

Our Art Department will cheerfully furnish sketches and suggestions gratis.

We execute the work complete at moderate rates.

WORLD EXPOSITION CONSTRUCTION CO. 25 West 42nd St.

NEW YORK LONGACRE 8583



Harmony!

Of colors—Caps that are ornamental—Decoration much superior to the average. Tubes absolutely clean when they reach you—Ready to slip right on the Filling Machine from the container.

MAY WE PROVE IT?

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IS YOUR NEW TRADE MARK VALID?

Before you go to the expense of getting labels for a new perfume or toilet preparation, why not find out whether you have a right to use them?

Our trade mark department answers all your questions, and conducts special searches in the U. S. Patent Office for a moderate yearly fee and also handles separate cases.

Write for full particulars and save money and annoyance.

Trade Mark and Patent Dept., Perfumer Pub. Co.
14 CLIFF STREET
NEW YORK

COLD CREAM

Are you interested in a cold cream, that will stand up in hot weather and that will not become "mushy" and shrink? If so, write for sample. A delightful toilet requisite and a wonderful massage or cleansing cream.

If you are interested in making shampoo, write for sample of our superfine Shampoo Base with complete formula.

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175 N. Green St.

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ALL THE RAW MATERIAL FOR TOILET CREAMS

WHITE WAX

STEAROL

LANOLIN

COLD CREAM OILS

Laboratory Specialties

ZINC STEARATE

ZINC OXIDE

U. S. P.

LARGEST PRODUCERS IN THE WORLD OF

Lily Brand

PLYMOUTH STEARATITE

(SUPERIOR TO ALL OTHER STEARATES)

AS

A WHOLESOME IMPROVER FOR FACE AND TALCUM POWDERS

SPECIAL PERFUMES for CREAMS and TALCUMS

Exports-M. W. PARSONS-Imports

Plymouth Organic Laboratories

New York

MEXICAN BRANCH OFFICE: La de Lopez No. 6, Mexico, D. F., H. F. Croen, Mgr. STOCKS CARRIED FOR IMMEDIATE DELIVERY



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Manufacturers of Products on Which You Can Be Proud to Put Your Name

We Specialize in Supplying

MASSAGE, COLD, VANISHING, DENTAL AND SHAV-ING CREAMS, IN PACKAGES UNDER YOUR BRAND OR IN BULK

Our Service Department is at your disposal for the submission of quotations and such other information as you may desire in connection with your requirements.

VANITY POWDER AND PUFF BOX

KEEPS POWDER PUFF SANITARY



CONVENIENTLY
CARRIED IN
HAND BAG
OR
POCKET

SIZES
BOX 27/16" x 44" MIRROR 1 7/16"

Made of Veined PYRALIN with Mirror Top. Distinctive in Appearance.

The Cellotex Co., Inc.

Manufacturers

220-230 West 19th Street

New York, N. Y.

Tel.-Chelsea 4392

This tube is one of our original designs. It is enamelled in a light gray; the shield is a dark gray; the fleur-delis. the bands, and monogram are in a luminous Vietor blue. It makes a striking. effective tube.





You have tube. It is decorated in blue and red, on a soft white enamelled back-The feathe D&R tubes made by us, are the close registry of the blue around the red panel and the luminous colors



A Grade to Fit Your Needs

Tastes in corks vary like tastes in everything else. Some manufacturers are satisfied with only the best obtainable, while others do not consider it necessary to use such high-grade stoppers.

Among the three trade-marked brands

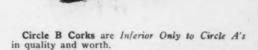






you will find the grade of corks which suits your taste and fits your needs.

Circle A Corks—The Standard Prescription Corks of America—are a little brighter, more velvety and stronger than any other brand on the market. They are made for the manufacturer who wants the best.



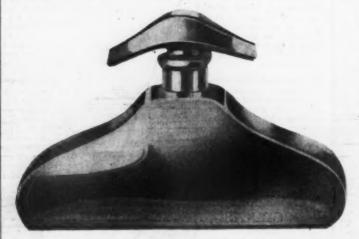
Circle C Corks are the newest Armstrong brand of standardized, guaranteed stoppers. Uniform in Quality—Moderate in Price, they will just suit the man who wants a medium grade cork that can be depended upon at all times.

A sample package of 100 Circle A or Circle B Corks in assorted sizes, 2 to 6, will be sent upon receipt of 20 cents in coin or stamps. For a limited time a bag of 50 Circle C Corks will be sent free, on request, to bona fide buyers.

Armstrong Cork Company

139-23rd Street, Pittsburgh, Pa.

Beautiful Imported Cut Glass Crystal Bottles



THE distinctive creations of Joh. Umann, Tiefenbach, Czecho Slovakia, recognized as the highest class of perfume bottles on the continent, are now offered to American perfumers. An inspection of our display room is invited.

Write for full information and prices.

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BUTYRIC ETHER

(ETHYL BUTYRATE)

We manufacture a complete line of Methyl, Ethyl, Butyl, Iso-Butyl, and Amyl Esters of Acetic, Formic, Propionic, Butyric, Iso-Butyric, Valeric and Caproic Acids.

ESTABLISHED 1882

THE NORTHWESTERN CHEMICAL CO.

The Largest Makers of Butyric Ether in the World

WAUWATOSA

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LABELS

THE ATTACHED ARE A FEW REPRESENTATIVE NUMBERS FROM OUR LINE OF STOCK PERFUME AND TOILET BREPARATION LABELS. WE WILL BE PLEASED TO SEND OUR COMPLETE SAMPLE LINE, WHICH CONSISTS OF AN EXTENSIVE ASSORTMENT OF STYLES AND DESIGNS, FOR \$2.00. THIS AMOUNT TO BE CREDITED ON RECEIPT OF YOUR ORDER. ADDITIONAL INFORMATION ON REQUEST.





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THE CHEST WAS SHEET THE SHEET

MODERN plant and organization, equipped with up-to-date machinery and advanced methods find us ideally fitted for the production, lithographically, of an unsurpassed quality of exquisite labels and package dressings for perfume, toilet preparations, soap and kindred lines.

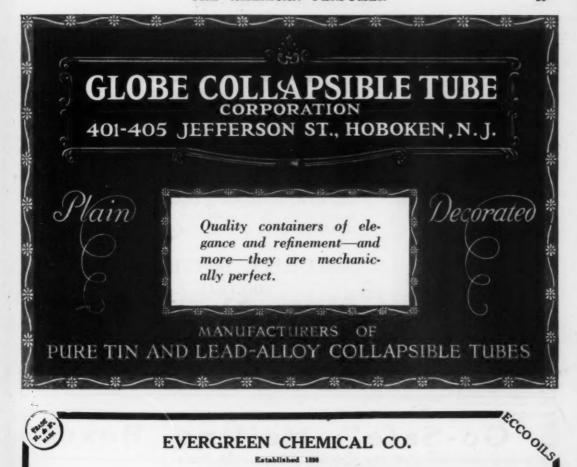
The great number of years which we have specialized in and devoted to the perfection of lithography of a superior character, insures every order which is entrusted to us, of expert attention from its inception until completion.

Our Service Department is at your disposal for the submission of quotations and such other information as you may desire in connection with your requirements.



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EVERGREEN CHEMICAL CO.

Established 1898

171 BROADWAY, NEW YORK

Exclusively, Blended Conc Flower Oils and Colors for Manufacturers of Toilet Preparations

FOR COLD CREAM

Rose "E", \$26 a lb. Rose No. 44, \$18 a lb. Either one, 4 ozs. to 100 lbs.

Lemon Cream Oil-lb. \$12! Will not oxidize. 4 to 5 ozs. to 100 lbs.

FACE POWDER ODORS in very large variety

GREASELESS CREAM

Lilac, No. 100, per lb., \$9 Lily "A", per lb., \$13.50 4 to 6 ozs. to 100 lbs.

Lilas de France per lb., \$26 ½ oz. to gallon, 50% Spirits, for a fine Lilac Water

Quinine F, per lb., \$7 3/4 oz. to gallon, 50% Spirits

Write for price lists, also Booklet of Toilet Requisite Formulae, and if you have any difficulties to overcome, let us know, we may be able to help ECCOOKS. you out.



No. 510 Sachet Frosted Stopper

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OF QUALITY

PERFUMERS' WARE

We take pleasure in announcing that we have installed a new Pot Furnace and a Cutting and Polishing Department for the manufacture of High-class American Perfumers' Ware. There is no short cut to quality except the Millville Bottle way. If it's a bottle, we have it.

MILLVILLE BOTTLE WORKS

MILLVILLE, N. J.

CLARENCE CORSON.
1412 N. 17th St., Philadelphia. I. D. FADEN, 208 N. Wells St., Chicago

R. EVERETT COLLINS, JR.
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GEO. N. HANNA

108 FULTON ST.

NEW YORK

Go-Safe" Mailing Boxes

-Get the Goods There—In Safety!-

goods to Hankow, or only around the corner in Hoboken. Wherever the goods go-send them in

Hoboken. Wherever the goods go—send them in a "GO-SAFE" MAILING BOX. That's the only sure way to do. The "GO-SAFE" gets 'em there—in

safety. Made of strong, high-grade board, covered with tough Manilla paper. The little metal fasteners at the ends of the box save countless minutes spent in wrapping



"Go-Safe" Mailing Box-Open

It doesn't make any difference if you're sending your and tying. All you have to do with the "GO-SAFE" goods to Hankow, or only around the corner in is to slip in the goods, shut down the cover, and bend over the fasteners, and your merchandise is on

its way Furnished with your address printed on the cover,

and lines for address. The most handy, convenient, time and money saving devices on the market for anyone who has things to mail. The most inexpensive assurance of safety you can buy. Write today for quotations.



"Go-Safe" Mailing Box-Closed

Mailing Box Assures Safe Delivery of



"Go-Safe" Mailing Box-Telescope Cover

ANYWHERE YOUNG BROS. 722 EDDY STREET, PROVIDENCE, RHODE ISLAND

ANYTHING

Conant Paper Boxes



AINTY Little Boxes, the kind that sell the contents because of their artistic design and faultless executionthat's our line.

As Emerson says it, "the users of Fancy Boxes are making a beaten path to our door." Every customer is pleased with our product and our prices, and they admit it! Ask any one of them.

If the package you now use is unworthy of the article you sell in it, we invite a trial order.

We manufacture hand - made boxes of every description, specializing in boxes for face powder, perfumes, etc.

Phone Diversey 7079

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1428 Orleans St.

AND TUBE FILLER

No. 6-A DIAMETER HEIGHT CAPACITY GALLONS WEIGHT 85 LBS.

HOT WATER BASE Fills from 15 to 20 Tubes per Minute Tubes 3/8 to 11/8" Diameter



Folds from 1/8 Inch to 11/2 Inch Tubes BENCH SPACE 2 x 10 INCHES SHIPPING WEIGHT 10 LBS.



Will Crimp Clips from the Smallest to 2 Inches TENSION ADJUSTABLE BENCH SPACE 5 x 15 INCHES SHIPPING WEIGHT 25 LBS.

> GEORGE G. RODGERS Springfield, O.



The Filling Machine For Sprinkler Top Bottles

"The machine has proven very satisfactory indeed.

We are very glad to recommend to all who might
be interested in a similar machine."

-A Large Toilet Preparation House.

It can no longer be doubted.

Sprinkler top bottles can be filled successfully with accuracy and cleanliness on this machine.

Machine is made with 6-8 or 12 stems.

One user of a 12 stem machine fills

48-21/2 oz. bottles a minute

24-5 oz. bottles a minute.

No broken or bad bottles filled. No waste of product.

WRITE FOR DETAILS.

The Karl Kiefer Machine Co.

Cincinnati, Ohio

GEO. V. GROSS & CO.

Essential Oils, Flower Concretes, Semiflors, Synthetics, Etc.

ROSE TRIAL OUNCE : \$ 3.00 \$45.00 CENTIFOLIA

No new creation of our laboratories, but the same Rose Base we have marketed for years with such phenomenal success that there are few perfumers of standing who are not using it in one form or another. They favor it because

G. V. G.

of its unvarying uniformity, its "compact" odoriferousness, its inimitable tone quality. Experience has convinced them that it is one of those very few all-round products that will stand up in every conceivable kind of toilet preparation, irrespective of the nature of its ingredients.

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I WISH TO BUY A GOING BUSINESS

I HAVE a successful, large and growing organization with an ample plant and adequate capital; and manufacture and distribute nationally a popular line of hygienic and toilet specialties, which however, is not as complete as I plan to make it.

INSTEAD of developing certain additional specialties I would prefer to purchase established articles and add them to the line.

THEREFORE those who find interest in this statement are invited to write me fully, (through their banks, if desired, to insure secrecy) and I will respond promptly to all that appear to meet my requirements.

Address in the first instance

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in care of this journal

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St. Fons and Roussillon (France)

La Plaine (Switz)

The World's Leaders in Quality and Uniformity

Rhodinol I and II Geraniol Extra Citronellol Extra

These very fine French products we have in stock.

Pre-war quality always maintained. Prices very interesting.

J. & E. SOZIO, Grasse, France

Celebrated for Their Flawless Natural Products

Concretes from Pommades

On hand-Liquid Mousse de Chene prima. Oil of Neroli, Petales Extra. Finest grade

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AN INVESTMENT THAT PAYS

THE

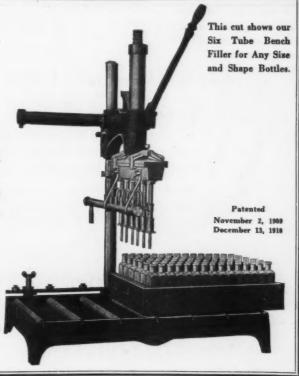
HALLER

Automatic Rotary and Bench Filling Machines for all purposes.

MANUFACTURED BY

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First Avenue, Ross and Water Streets Pittsburgh, Penna., U. S. A.



Imported High Class Cut Crystal Bottles

DISTINCTIVE DESIGNS WITH DIAMOND STOPPERS-FIT GUARANTEED

TELEPHONE: FRANKLIN 4495

Actual Size



No. 2710

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Our firm—specializing in imported Glassware—hopes that you will put it to a test and give it an opportunity of demonstrating that its slogan "SERVICE AND QUALITY" is an actuality as well as a slogan.

CRYSTAL & SCIENTIFIC GLASS PRODUCTS CO.

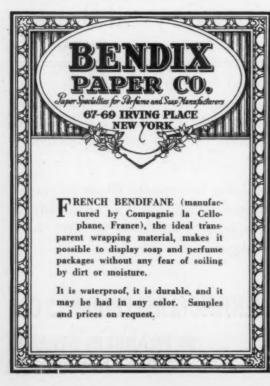
99 FRANKLIN STREET NEW YORK

When You Need Paper Boxes—

FOR over 18 years we have specialized in the manufacture of fancy paper boxes and hand made boxes for perfumery, soap and toilet preparations. Our manufacturing organization enables us to execute orders to the best advantage and our distribution system insures prompt deliveries.

Let us figure with you on your next order.

Owens & Traeger HOBOKEN, N. J.



TO PREVENT DRYING OUT OF TOOTH PASTES

Shaving creams, etc., and in general to insure a perfectly air-tight tube, use our

NACO

Compressed Cap Discs

This important detail is of as much consequence as a correctly made tube.

Our Cap Discs run 100% perfect and can be had either plain or paraffined.

Write us for samples.

NATIONAL CORK PRODUCTS, Inc.

Manufacturers of

Natural and Composition Cork Products

357-359 Ogden St., NEWARK, N. J.



Sales Offices in 24 cities in the United States and Canada
Copenhagen Mexico City Buenos Aires Rio

Rio de Janiero

Devision Boxes of distinction (See other side)





TO MAKE ONE IS AN ARTISTIC ACHIEVEMENT. MAKE A MILLION IS A SIGN OF SUPER-CRAFTSMANSHIP

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Art Lithographers and Printers

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PERFUME LABELS, CARTONS
AND DISPLAY SIGNS
OF EVERY DESCRIPTION
OUR SPECIALTY

GRAND & FLORENCE STS.

BROOKLYN, N. Y.

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Mark a cross (X) in the space before items you desire information on, sign your name and address, and mail to us.

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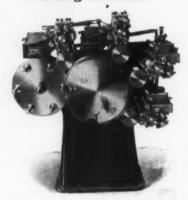
162 WILLIAM STREET

NEW YORK

TERPENELE	SS OIL	LEMON
64	64	ORANGE
16	66	LIMES
44	66	BERGAMOT
44	**	LAVENDER
44	46	CASSIA
66	66	SASSAFRAS
46	66	PETITGRAINS
66	66	FENNEL
44	44	BAY
- 44	44	EAU DE COLOGNE
44	44	EAU DE QUININE
FRENCH FIL	TER PA	APER
OIL ROSE, A	RTIFIC	CIAL
GINGERINE		
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FELT FILTE	R BAGS	3
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TRUE FRUIT	AROM	IA ESSENCES

YOUR NAME AND ADDRESS HERE

Rutherford Collapsible Tube **Printing Machine**



The most modern and efficient machine for decorating collapsible tubes in one, two, three or four colors in one operation.

Full particulars furnished upon application.

THE FUCHS & LANG MFG. CO.

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For Perfumers



Quality

Uniformity

1/8, 1/4, and 1/2 oz. capacity



Ground Elongated Glass

Stoppers

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· LYON, FRANCE

We specially recommend our

ANTHEMONIA S. CASSIE S. NARCISSUS no. 48 OAK MOSS liquid B.

Excellent and lasting odors. Very powerful; good yield. Prices very low.

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THE QUALITY LABEL COMPANY
120 WEST 32nd STREET
NEW YORK

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HYGULOID COLLAPSIBLE TUBES

Non-Metallic-Sanitary

NO METAL TOUCHES THE CONTENTS

Eliminate Contamination by Corrosion, Metallic Dirt or Taste

HYGULOID TUBES ARE 75% LIGHTER
THAN METAL TUBES

Samples and Quotations Gladly Submitted

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100% Pure Otto of Rose

SECOND TO NONE Standard One Quality

Our Otto of Roses has been used by the people who use the best. They admit our otto of Roses to be better than best advertised brands.

Your chemist will prove it.

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FLORASYNTH LABORATORIES, INC.

EXECUTIVE OFFICES AND WORKS UNIONPORT, NEW YORK

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Odorless Spot

Water White Contract

We are supplying this material to a few of the leading distilleries who have given us testimonials to the super-excellence of our product. We guarantee full conformity to all government specifications. We have carried on considerable research work with the use of Specially Denatured Alcohol Formula No. 39B in the preparation of Perfumes, Toilet Waters and Hair Tonics, and will be more than pleased to give you the full benefit of our experience in any of your problems. If you are already a user of Formula No. 39B specify the denaturant you want DIETHYL PHTHALATE FLORASYNTH.





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The Supreme Court of the United States has recently decided that an unregistered The Supreme Court of the United States has recently decided that an anregistered trade mark is a protection in those States only where commerce has been done under the mark. If, for instance, your trade has been limited to the Eastern states, another manufacturer may later innocently adopt your trade mark in the Western states and prevent you from extending your business under the trade mark into those States.

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Write for full particulars and save money and appropriate

Write for full particulars and save money and annoyance.

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Buy your bottles plain and get quick deliveries—then frost them as you need them, and cut down your dead stock. We furnish the frosting compound if you prefer.

LOMBARD & HENRION

799 Greenwich St.

New York

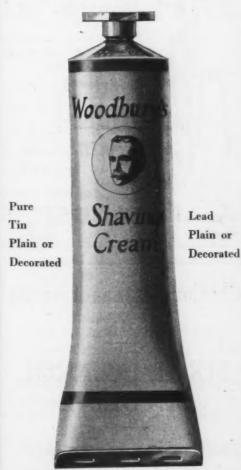
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"The Modern Way"

COLLAPSIBLE TUBES

Guaranteed not to peel or crack



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Factory
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MAKE YOUR LARGE COMPACTS

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ALEXANDER PAT'D. COMPACT ROUGE MACHINE

MAKES ANY SIZE COMPACT



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Furnished Free to Clients.

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Compacts Made the "ALEXANDER WAY" Ride All Shocks and

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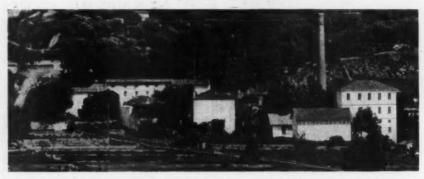
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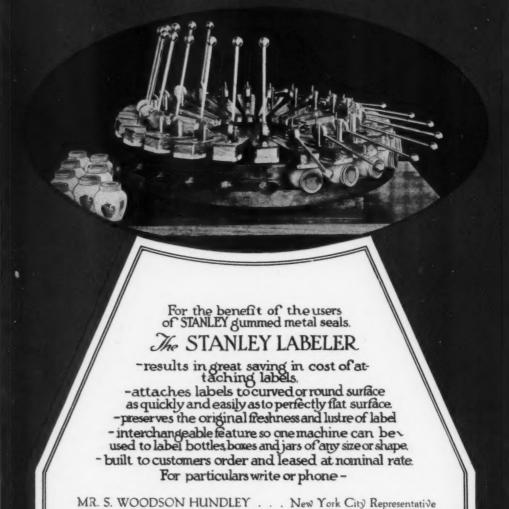
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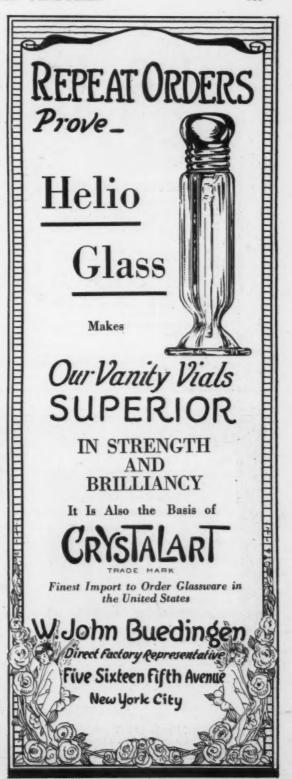
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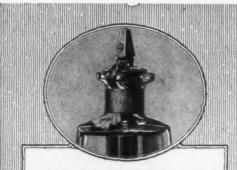
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Made to match any shade of packing, not only for perfumes but for packages in general.

Samples of this silk—in five different qualities—gladly sent on request,

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CANADIAN DISTRIBUTOR WANTED—For toilet preparations, flavors and household specialties. Well established firm in the United States desires to communicate with Canadian firm that can develop Canadian sales. Address B. O. No. 952, care of this journal.

Wanted—Small tablet machine. Smith's Flavoring Extract Co., Grand Rapids, Mich.

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HELP WANTED

WANTED—Experienced superintendent of new department to manufacture Tooth Paste, Shaving Cream, Cold Cream, etc. Give full particulars in confidence and state salary expected. We do not care to pay over \$2,500.00. Address H. W. No. 957, care of this journel.

(Continued on page 108)



The Irresistible Charm of Lilies of the Valley Perfectly Reproduced

The irresistible charm of living Lilies of the Valley—always a favorite for perfumes and toilet waters when feminine fancy is consulted—is perfectly reproduced in Oil Lilies V. D.

Our chemists have solved the problem of reproducing with indistinguishable exactness the delicacy and pervading aroma of the living flower.

SUITABLE FOR PERFUMES AND TOILET WATERS FOR TOILET WATERS

1/2 ounce to the gallon, 50% alcohol 3/4 ounce to the gallon, 65% alcohol FOR PERFUMES

4 to 6 ounces to the gallon of alcohol

POUND \$48.00

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Nature ordained that Otto of Rose should have certain Chemical and Physical Constants. Oil can be blended—having the same Constants; but it will not be Otto of Rose. Shipkoff's Otto of Rose is Nature's Otto. The odor cannot be imitated.

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Any color—any odor—any strength. Absolutely clear. Made also in private formulas to meet the most exacting individual requirements.

COCOANUT OIL BASE

65%

made of grade A Cochin Cocoanut oil and pure potash. Absolutely neutral. Cold-water soluble.

EVEREST COLOGNE SPIRITS

Perfumers' Quality

U. S. P. non-beverage alcohol. All special denaturing formulas. Finest quality denaturants used.

BRANSCOMBE CHEMICAL CO., Inc.

30 Church St. - New York

(Continued from page 106)

HELP WANTED

High grade toilet goods manufacturer wants reliable salesman to handle their product as a side line. 100% profit to dealer. Liberal commission. Replies confidential. Don't answer unless you mean business and can put over a real proposition. Address H. W., No. 958, care of this journal.

Exceptional opportunity offered to a thoroughly experienced perfume and toilet goods salesman between the ages of 30 and 35. Must be well acquainted with trade and buyers and furnish the very highest personal as well as business credentials. No replies without full details as to past career will be considered. Remuneration, salary and commission. Address H. W. No. 959, care of this journal.

Wanted—A salesman for collapsible tubes; state experience had and in what territory. Good opportunity for a man of ability. Address H. W. No. 963, care of this journal.

SITUATIONS WANTED

Chemist and plant manager, thoroughly experienced in the manufacture of high grade perfumes, toilet specialties, and pharmaceuticals; prefers connection in the Central West. Address S. W. No. 960, care of this journal.

Mechanical engineer desiring change is open for engagement; qualified to handle the manufacture of collapsible tubes, containers, screw caps, and metal specialties for toilet articles and design the necessary tools. Will be pleased to communicate with any firm contemplating manufacturing the above lines. Address S. W. No. 961, care of this journal.

Chemist's Assistant, desires position. Ten years' experience in laboratory, making toilet preparations. Best references. Address, S. W. No. 962, care of this journal.



ESTABLISHED 1890

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ZINC STEARATE
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PRECIPITATED CHALK

Light, Medium, Heavy, Dense and Free Flowing

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LIQUID SHAMPOO—PASTE SHAMPOO—LIQUID SOAP—SOAP BASE—PRIVATE BRANDS OF SHAVING AND TOILET SOAPS—BULK SHAVING CREAM, TOOTH PASTE, COLD CREAM, ROSE CREAM.

AMOLE SOAP CO. TIPPECANOE CITY, OHIO

THE BEST HAND POWER MACHINE MADE

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THE "STANDARD" TUBE CLOSING MACHINE

COLLAPSIBLE TUBES

(ALL SIZES)

Plain and Decorated

Special Tubes for Catarrh and Eye Remedies, Pile Pipes, etc.

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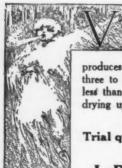
FOR COLLAPSIBLE TUBES

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Made of nickel zinc and will not rust. Eight sizes carried in stock for prompt delivery.

Dia	ameter Tube-Length Clip	Diameter Tube-Length Cli						
1/2	Inch 13/16 Inch	1 Inch 1 9/16 Inch						
54	"1 "	11/4 "13/4 "						
3/4	"1 3/16 "	11/4 "1 15/16 "						
7/9	"136 "	11/2 "25/16 "						

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Special prices on contract.

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Liquid Shampoo, Shampoo Paste, Shampoo Base, Liquid Toilet Soap

Many firms are using our Base Soap in making up their own solutions. It's a strictly pure, neutral, cocoanut oil, potash soap made expressly for liquid soap purposes.

We also make liquid Shampoo in 10 different brands and Shampoo Paste in 5 brands.

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Dayton, Ohio



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TIP-TOP PASTE POWDER. Made into a Paste with Cold, Hot or Boiling Water. TRY IT.

SPHINX PASTE—For high grade labels to glass or paper.

TINNOL—For plain or lacquered tins.

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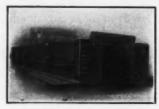
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Write us regarding your requirements in embossed seals one or more colors and gold



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Our vials are especially adapted for the perfumery trade. Write for prices.

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SHAVING POWDER
TOILET AND BATH SOAPS

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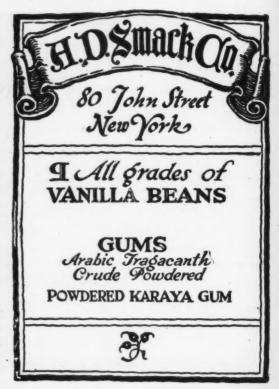
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COLLAPSIBLE TIN AND LEAD TUBES

Plain and Decorated

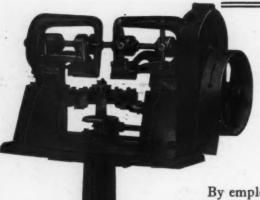
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NEW BRUNSWICK, N. J.

ESTABLISHED 1858



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COMPACT INFORMATION NO. 9

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